# PRINTERS' INK.

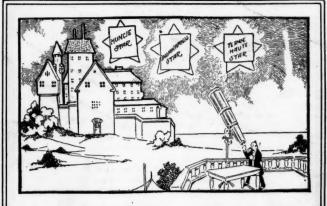
A JOURNAL FOR ADVERTISERS.

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VOL. LIV.

NEW YORK, JANUARY 3, 1906.

No. I.



## "Knowledge Is Power."

In nights gone by on knowledge bent
The wise men searched the twinkling shies,
With lenses scanned the firmament
And world-wide wonders met their eyes.
'Tis simpler now—the great glass domes
Are needless, yet, should croup strike Mars,
One-third of all the Hoosiers' homes
Would read about it in The Stars.

The Star League Newspapers are the only Morning Dailies published in Indianapolis, Muncie and Terre Haute, Ind. With a combined circulation of 140,000 daily, it is needless to say that these dailies have become the most important factors of publicity campaigns in the Middle West.

STAR PUBLISHING CO., Star Building, Indianapolis.

Eastern Representative—C. J. BILLSON, Tribune Bldg., N. Y. City. Western Representative—JOHN GLASS, Boyce Building, Chicago.

## MEDICAL BRIEF ADVERTISERS

declare that its world-wide circulation—built on merit—makes it

## THE BEST BY ANY TEST TO REACH FAMILY DOCTORS



#### ST. LOUIS LEATHER WORKS.

\*SAMPLE CASES.\*

Medical and Surgical Instrument Cases.

1319 CHESTNUT STREET.

L. L. Dec. 13, 1904.

Mical Brief.

City.

Bear Stre

During our many years of medical journal advertising, we have found the Medical brief to be for superior to any other medium for reaching the

The results from our "ad," in the "Brief" have been very gratifying, and so credit directly to your journal the steedy increase in our business.

Very truly yours.

H. Prake

## THE MEDICAL BRIEF

is read monthly by more

## FAMILY DOCTORS THE WORLD OVER

than any other medical journal extant.

## MEDICAL BRIEF ADVERTISERS

are the best witnesses of this and tell their own story.

"Verdict of Advertisers," Sample copy and rates for the asking.

#### OFFICES:

9th and Olive Streets, St. Louis, Mo. Astor Court Building, New York.

Auckland House, Basinghall Avenue, London, E. C., England,

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE. JUNE 29, 1893.

VOL. LIV. NEW YORK, JANUARY 3, 1906. No. 1.

#### NEW YORK FIFTY YEARS AGO.

YELLOW JOURNALS AND SUNDAY PAPERS BEFORE THE WAR-AN IN-WITH AN OLD-TIME NEWSPAPER MAN WHO HAS BEEN READING MR. ROWELL'S REMINIS-

of Newspaper Row. Many of the promptly—but not too promptly—

JOURNALISM people he has mentioned I knew well, and when he writes of newspaper conditions as they were in the days of Greeley and the elder Bennett, I often find myself growing reminiscent in turn as I read. I remember Greeley and Bennett well. How they did use to abuse each other in the columns of their To the denizens of Temple Court respective papers! Bennett had and the neighboring buildings an uncontrollable passion for critwhere newspaper and advertising icizing his neighbors and was parmen mostly congregate the vener-able figure of Mr. William Cauld-whom he nicknamed 'Old Slievewell, formerly editor and proprie- gammon, because Greeley had at tor of the New York Sunday one time been treasurer of a fund Mercury and now publisher of the of \$25,000 raised for the purpose quarterly magazine entitled Suc- of liberating Ireland. William cessful Americans, has long been Cullen Bryant, the poet, then edia familiar sight. For more than tor of the New York Evening half a century Mr. Cauldwell has Post, occasionally attacked Mr. been engaged in journalistic work Creeley also. On one occasion I in New York, beginning as an apprentice in the printing office of Samuel Adams, whose tragic death old New Yorkers will remember. He was killed by John (Greeley) was a member of Conc. Colt, brother of the inventor gress. Greeley's reply was typical of Colt's revolver. After Mr. of the personal journalism of Adams, decrease Mr. Cold the control of the personal pournalism of of Colt's revolver. After Mr. of the personal journalism of Adams' demise Mr. Cauldwell those days. He said, addressing found employment as a composition in the office of The Atlas, a lie! Wilfully, wickedly, basely months rose to the position of assistant editor. In 1850 he bought an interest in the Sunday Mercury and became editor of that paper and eventually sole projumnalists used to indulge in forty prietor.

\*\*TERRING USAN 1.5.\*\*

\*\*TERRING USAN 2.5.\*\*

\*\*TERRING USAN 2.5.\*\* Prietor.

Speaking of Mr. George P. one time singled out for abuse Rowell's reminiscences to a re- John Graham, a distinguished porter of Printers' Ink Mr. member of the New York bar. Cauldwell said: "I have read Graham stood the daily jibes levevery one of Mr. Rowell's papers elled at him through the Herald with a great deal of interest. We as long as he could and then one are about the same age and his November day he waylaid Bennett business life, like my own, has on Broadway and gave him a been passed in the neighborhood cowhiding. The police went

to the rescue, but Graham calmly crat, and so Tyler and his organ, hailed and seated himself in a The Aurora, passed into oblivion. be welcomed everywhere as the gust. Napoleon of non-resistance.'

"Steam as motive power for a printing press was first used in New York by the Sun in 1835. under the proprietorship of Benjamin H. Day who was succeeded by his brother-in-law, Moses V. Beach. This innovation on the part of the Sun did not immediately bring about a change in the methods used by printers, for I remember that as late as 1841 a leading press-room, conspicuously located on Nassau street, between Spruce and Frankfort, and owned by John Thomas, had for its huge negro motive power a known as Black Bill, who made the wheels go round by means of elbow grease applied to a crank.

"The Sun at this time occupied a small two story brick building, painted yellow, on the northeast corner of Nassau and Spruce streets, afterwards of John Tyler who had succeeded ciso Lopez's invasion of Cuba.

passing omnibus and was permit. One of the early editors of *The* ted to go on his way undisturbed. *Aurora* . was 'Walt Whitman, Bennett shortly after the fracas afterwards celebrated as a poet. went to Havana, whereupon one He could not stand the dictation of the other New York papers det that the political object of Tyler's clared that 'with the exception organ required, however, and one of some rare specimens on board day the future author of 'Leaves our men-of-war, he may boast of of Grass' told me that he was out being the best whipped man of a job, having thrown up his America possesses, and he should position on The Aurora in dis-

> "The year 1841 is indelibly impressed on my memory because it was at this period that my first employer, Samuel Adams, a publisher and job printer met his death at the hands of John C. Colt, another publisher and a brother of the celebrated inventor of the Colt revolver. It was after Mr. Adams' death that I first became a 'component part' as the lawyers say, of Sunday journalism, starting as a a typesetter or 'two-thirder' as youngsters under twenty-one were then known among typos, because they were only paid two-thirds of the 30 cents per thousand ems that journeymen received.

"Whenever I hear young men nowadays talking about 'yellow journalism' and seeming to regret the good old days, I wonder if they are aware that even the yellowest journal of to-day is an immense improvement on the sort er of Nassau and Spruce of thing we had a generation or ts, afterwards occupied by two ago. Where is the paper "Old Hunker" democratic nowadays that would dare perpedaily called the Plebian, edited trate a 'Moon Hoax' on its readand published by a prominent ers? During the Cuban war the politician, Len D. Slam, Later on, antics of some of our more sensa-I think in 1843, the Sunday Atlas tional papers recalled to my mind people-Herrick, West and Ropes similar episodes that occurred -started a daily paper called The back in 1850. In the Spring of Aurora, the purpose of which that year there was a considerable was to support the administration Cuban furore due to General Narto the Presidency upon the death refer to the first invasion, not the of General William Henry Har- second, in which Lopez, Colonel rison a month after his inaugura- Crittenden, of Kentucky, and a tion, and to prepare the way for number of other Americans were Tyler's re-election. When the time captured and executed by the came to nominate a candidate for Spaniards. On the 17th of May the Presidency in 1844, however, General Lopez had landed at Carthe Democratic party preferred a denas with some 500 men and had dyed-in-the-wool Democrat, captured that place which was James K. Polk, instead of a form- only defended by some 60 Spanish er Whig who had turned Demo- troops. Nothing like an attempt (Continued on page 6.)

Nineteen Naught Six is Here. Are You Ready For A Campaign of Advertising In Minneapolis, Montreal, Washington, Baltimore or Indianapolis?

- I—The New Year with all its prosperity prospects is in our midst, Just how prosperous 1906 can be made for the judicious advertiser will depend somewhat on the mediums selected.
- 2—The following superior, home, evening newspapers point the way for a successful advertising campaign.
- 3—Use all or any one of these papers and you will get the benefit of the largest home circulation in each city respectively, thereby practically covering each point with one appropriation.

THE MINNEAPOLIS JOURNAL THE MONTREAL STAR. THE WASHINGTON STAR. THE BALTIMORE NEWS. THE INDIANAPOLIS NEWS

#### Special Representatives:

DAN A. CARROLL, Tribune Building, NEW YORK. W. Y. PERRY, Tribune Building, CHICAGO.

was obliged to re-embark again in Mercury. a few days and the expedition was a procession of Cuban pa- bought) and myself.

day journalism in New York Mr. day newspapers of that day: the-Cauldwell said "The first Sunday atrical, literary and art criticisms, newspaper to be published in this local jokes and news of such hap-Tontine Coffee House on the cor- editions of the daily papers had ner of Wall and Water streets. gone to press. To give a flavor of not rapid at first they met with petitors, or from the daily press. sufficient success to alarm those Original stories by well known who believed them to be a dese-cration of the Sabbath. I remem-features added. This took well ber that as much as fifty years ago with our readers and we soon a meeting was held at Hope found ourselves in competition Chapel on Broadway at which with Robert Bonner's Ledger. resolutions were passed express-Bonner had bought some time being the belief that newsboys sell-fore an old and decrepit paper ing Sunday papers ought to be called the Merchant's Ledger and arrested and a committee was had turned it into a story paper.
even appointed to call on the publishers of Sunday newspapers and supremacy and I think that for request them to Satanic business. This was largest users of advertising space equivalent to asking the publish- in the country. We frequently ers to go out of business alto- spent as much as \$10,000 apiece gether, since in those days no for the publication of the opening gether, since in those days no for the publication of the opening daily paper issued a Sunday edition and no Sunday paper was stories in the leading dailies of the printed on any other day except country. This friendly fight we Sunday. The first daily paper to issue a Sunday edition was the New York Herald. This was had known very well when we about 1860 and the outbreak of were both working at the case), the Civil War the following year in a Third avenue street car. We established the Sunday paper for had a very pleasant talk, in the good and all, since people would not wait forty-eight hours for while each of us had attained not wait forty-eight hours for while each of us had attained

on the part of the Cuban people news when the life of the nation themselves to rise and overthrow itself might be hanging in the the government was in sight, but balance. It was the Civil War the Sun, then a decidedly yellow that built up the circulation of journal, floated the flag of Cuba Harper's Weekly and Frank Libre from its office building and Leslie's Illustrated Weekly and kept up as much excitement as the the war was also responsible for circumstances would permit. The an important change in the policy landing of Lopez at Cardenas (he of my own paper, the Sunday

"I had become the editor of the came to nothing) was announced Mercury in 1850 and in 1860 it by the Sun under such headlines was owned by my partner, Mr. as: Liberty has Triumphed! Cuba Horace P. Whitney (whose inis Free! etc., and that night there terest in the paper I afterwards The Mertriots who proceeded to the home cury was founded in 1839 and had of the proprietor of the Sun and met with considerable success, but saluted him."

met with considerable success, but some years before I became editor it had rather gotten into a rut, as the saying is. Its features were Speaking of the growth of Sun- similar to those of the other Suncity was the Sunday Courier, pub-penings as had occurred since lished by Joseph C. Melcher at the Friday night after the Saturday It is interesting to note that New originality to the paper I began to York city at that time had a pop- print special features which had ulation of only 170,000. Although not hitherto received attention the growth of Sunday papers was from any of the Mercury's com-'cease their several years we were among the
This was largest users of advertising space

would divide the country equally ciated Press service. between us, each paper confining its subscribers.

ing on Fort Sumter. After a light breakfast I hastened downtown to the Mercury office on Fulton street and met my partner, who and—I imagine—is likely to relooked the picture of blank despair. Hailing him as cheerfully as I could I said: 'Bad news, Whitney, bad news.' 'Yes,' he replied, 'ruin.' 'Hardly as bad as that,' I responded. 'Come, let's go into our private office and talk it over.' The result of our conversation was that we decided on a radical change in the character of Jos. A. Richards Agency, New York. radical change in the character of Jos. A. Richards Agency, New York. the Mercury. We had built up a circulation of 250,000 copies on fiction, but we realized that from now on the people would want to know about the war. Facts, not fiction, must be counted on to sell the paper. We determined to make the Mercury an A No. 1 newspaper, but we realized that to do so we must get the Associated Press franchise. Could we get it? I thought that we could.

"At that time only seven papers in New York enjoyed the franchise-the Herald, Times, Tri-

much success in our journalistic bune, Sun, Express, Journal of efforts, yet our expenditures for Commerce and the World. Of advertising had been for some the seven the Herald was the only time past much heavier than ne- one that printed a Sunday edition He thought we might and in this fact I thought I saw both profit by an agreement that my way clear to obtain the Asso-

"I went to the publishers of the itself to the field allotted it and other six papers, explained our not endeavoring to win subscribers project and solicited their aid. All in the other's territory. Out of of them were a little jealous of this conversation there came an the Herald because Bennett was entente cordiale between Bonner getting the Associated Press serand myself, and at his suggestion vice seven days in the week, while and myself, and at his suggestion vice seven days in the Mercury took for its field the they were 'respecting the Sab-South and West, leaving the bath' and paying as much for six Ledger, as its share, the North days' service as Bennett paid for and East. This arrangement seven. George O. Jones, then part seemed fair at the time, even owner and business manager of favorable to the *Mercury*, for the the *Times*, became our champion South at that time was the most and much to the disgust of the prosperous portion of the country proprietor of the Herald the other and possessed the largest leisure papers fell into line behind Jones class. But I found presently that and we secured the franchise. Bonner was not lacking in that Bennett was furious and threaten-canniness for which the Scots are ed to 'bust the organization.' He noted, for the war coming on all calmed down after a while, how-communication with the South ever, and the public thirst for was severed and the Mercury lost news was so great that both the at one swoop the greater part of Herald and the Mercury were able to sell all the papers that the "I remember well the morning limited press facilities of that day that I read the account of the fir- would permit us to turn out. Being on Fort Sumter. After a light fore the war ended the Sunday

Shopping by mail will never be entirely popular until Uncle Sam puts out an issue of 98-cent dollar bills.— Saturday Evening Post.

#### Lincoln Freie Presse GERMAN WEEKLY,

LINCOLN,

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere,

THE CRESCA CAMPAIGN. ADVERTISING THAT IS "MORE THAN A LITTLE BETTER."

has advanced beyond the price-Hedge current stage of advertising. So York, far as I know Reiss & Brady are not alone the only Greenwich street presses the visitor to the show

paign was begun in the spring of 1004 and is to be pushed even more vigorously the coming year than in the past. So far the newspaper "More than a Little Better" is campaign has been confined printhe catch-phrase used by Reiss & cipally to Greater New York, the Brady, importers, 349 Greenwich papers used most frequently being street, to describe the table delica- the Times, Evening Sun and cies they handle. It may, without Brooklyn Eagle. The advertise-exaggeration, be applied to their ments used are usually 4 to 6-inch advertising. Greenwich street, single column, with an occasional New York, is the home of the 6-inch double column ad by way of wholesale commission merchant emphasis. Mr. Henry Wolff is ad-and the importer, but you may vertising manager of the firm of travel it from one end to the other Reiss & Brady, and the business is without finding another firm that placed through the Homer W. has advanced beyond the price- Hedge Co., 120 Broadway, New

One of the first things that imfirm that advertises in a modern rooms at 349 Greenwich street is



way, but they are the first whole- forcefulness of the appeal the sale house to advertise olive oil goods displayed make to the eye, persistently in the daily newspa- predisposing one to believe that

many things besides olive oil. Musthings, and there are many more; chaser in favor of the goods. For but their advertising thus far has instance, the cans containing olive been confined principally to figs oil are each provided with a little and olive oil. "Cresca" is a trade-spigot that may be inserted in the marked word applied to all the can by removing a screw-cap in goods they handle. Cresca Figs one corner. In the case of the oil papers two years ago and the de- tra cork is attached to each flask, mand for them is now so well es- Everyone knows that it is almost

they would prove equally agreeable The firm in question imports to the palate. A closer inspection reveals details of packing that tard, vinegar, canned vegetables while small in themselves, cannot and figs are some of these other fail to influence the possible purwere first advertised in the news- that is imported in bottles an extablished that at present the ad- impossible to draw the stopper of vertising is limited to a card in the an olive oil bottle without rendercars. The Cresca Olive Oil cam- ing the cork unfit for further use,

but everyone does not know that purposes as well. Pure olive oil the wad of paper that is often sub- also possesses distinct medicinal stituted for the broken cork will virtues and is frequently prescribed often impart a disagreeable flavor in cases of malnutrition, anæmia, to the oil itself, because the paper dyspepsia and other stomach trousoon becomes impregnated with oil bles. These points we have not and oil-however good-when long yet touched upon in our newspaper exposed to the air has a tendency advertising though mention of to become rancid. Hence the ex- them is made in the letters and littra cork.

Mr. Wolff, the advertising manager of Reiss & Brady, says that the success of the Cresca Fig advertising encouraged his firm to exploit the merits of Cresca Olive Oil in the same way. The results, he added, have been entirely satisfactory, and as already stated, the campaign will not only be continued, but will be extended in

"Would you describe your advertising as a campaign of educa-tion?" I inquired.

"No, not a campaign of education, but rather a campaign of suggestion. A campaign of education would imply advertisements designed to familiarize the public with the methods of manufacture, and we have not gone into that phase of the subject at all. You will find nothing in our announcements about the various kinds of olives nor the processes employed to express the oil. Much that is interesting might be described under these two heads and instructive comparisons might be drawn between the virgin oil that trickles from the cold-pressed olive and the oil that is laboriously sweated out of pulp that has once been pressed. We might also in a campaign of education touch upon 'sweet oils' and 'salad oils' and other substitutes for the pure oil of the olive, but we are not knocking anybody or anything in our advertising. We are simply boosting our own oil, an oil that we know to be pure and believe to be the best that money can buy. What I mean by a campaign of suggestion is a campaign the advertisements used were writcontinent of Europe it is used in the reader an element of novelty. cooking, as a substitute for lard or butter and for a variety of other advertising Reiss & Brady are

erature that we use to back up our newspaper work."

I asked Mr. Wolff why some of



Four tablespoonfuls of delicate FRENCH OLIVE OIL, sweet with the fragrance of the olive, One tablespoonful of the keen but generous VINEGAR of the grape, One saltspoonful of spicy French Prepared MUSTARD, Two saltspoonfuls of salt; Black and Cayenne pepper to taste. Vary this recipe for French Dressing as you like, but remember that the only Oil, Vinegar and Mustard ever made for each other bear our Alphonse Pinard label and the famous

## Cresca Mark.

It signifies the standard of perfection.

#### Reiss & Brady.

Importers of the World's Delicacies. New York and Bordeaux.

that suggests a more liberal use of ten in broken English. These diaolive oil. In this country olive oil lect advertisements were used, he is not used to anything like the ex- said, to emphasize the fact that tent that it is in European house- Cresca Olive Oil was a French holds. Here its principal use is product. He thought, too, that the for salad dressings, while on the unusual phraseology possessed for

Concurrent with the newspaper

ters to selected addresses. companies them tell the story of Cresca Oil more fully than do the newspaper advertisements and in the letter the price of the oil, which is omitted from the newspaper advertisements, is given.

"We do not mention price in our advertisements," said Mr. Wolff, "because quality is the point we wish to impress upon the public. We do not wish to say: Buy Cresca Olive Oil because it is cheap; but, buy it because it is good; because it is pure, because it is always the same. No! our oil is not the highest priced oil on the market; neither is it the cheapest,



It retails for 70 cents a quart, 40 cents a pint, and 25 cents for a half pint bottle. At this price it is within reach of families of moderate means since a little good oil goes a long way.

"Some advertisers," I observed, "believe that a cheap article ought to be put forward as a leader. You, I imagine, do not subscribe to

that opinion."

"No," said Mr. Wolff, "I do not. I believe-and our experience with Cresca Figs and Cresca Oil justifies the belief-that there is a class of people in this country-a very large class-who want and who will pay for articles of the

sending out a large number of let- highest grade; provided, of course, These that the price is within reason and letters and the Salad Book that ac- the quality commensurate with the price. Have you ever eaten Cresca Figs?"

"Yes, very often."
"Well, that illustrates the point I want to make. You know that you can buy figs for considerably less than Cresca Figs cost you, but not the same figs. You are willing to pay a little higher price because you get a very much better article. People know that the highest quality and the lowest price cannot go hand in hand. I do not believe it is necessary to use the low price argument in one's advertising. A cheap article may, perhaps, be a little easier to introduce, but it is a poor foundation on which to try to build up a permanent trade. The money spent in advertising a high grade article is in the nature of an investment. One must not expect immediate dividends, but they will come in time and keep on coming. A cheap article may attract trade, but it will not hold it. The satisfied customer is the one who sticks."

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising. THE CHICAGO RECORD - HERALD is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

THRIFT-AN INEXHAUST- man, but there is room for doubt ADVERTISING.

pared with other business propo- this table and model his life on it? sitions—that the savings bank hasn't anything very alluring to offer the public. Interest isn't so high or tempting when you repeated that the savings bank high or tempting when you repeated that the savings because and model his life on it?

Thrift is a subject to be expounded on its practical side. Thrift advertising means showing high or tempting when you repeated that the saving because the saving because and model his life on it?

Thrift is a subject to be expounded on its practical side. Thrift advertising means showing people how to economize, and member that a depositor has to save, and get results. How to do leave his dollar a whole year to it is the idea. Plans of saving get three cents. Reliability? Why, must be presented so that the every institution is reliable until reader will see a new side to something happens to it. Home Thrift and become interested in banks, convenience, courtesy, the plan. Real thrift is often accounts-these children's used as arguments, but the new

really subject.

and develop.

be a good thing for the mechanic himself is one dollar, on the secwho is earning twenty dollars a ond week two dollars, the third week, or the little woman who week three dollars, and so forth, runs a millinery shop on Main until the tenth week, when he street. This isn't the fault of goes back to a dollar again. An-Thrift, though, but the fault of other man puts into a home bank

compound interest, mounts up in- and if he smokes two cigars into hundreds in five, ten or twenty stead of three another nickel is years. This always looks like a saved. Dozens of depositors have

IBLE THEME IN BANK as to its power to convince the fellow who is actually going to do A good many men who write the saving. Isn't it, after all, savings bank advertising complain simply the interest argument in that the subject is limited com- another form? Could a man take

are quite exciting.

Mr. McDowell, of the Central things that can be said about them Trust Company of Illinois, in are few and far between. After Chicago, has built ap a great savthe bank or trust company ad-man ings business for his bank, but has has run the gamut of savings de- never in any of his advertising partment arguments he sees that said anything about the "value of it is a limited subject, and his ads saving" or the "virtues of econoare likely to become perfunctory. my." Instead, he went out among Thrift is an argument used reg- depositors whose accounts grew ularly in savings copy, and many regularly and asked them how consider that it, too, has limita- they managed to be thrifty. tions. But the subject of thrift is Dozens of unique plans for regdifferent from all the ular saving were revealed and others. It has more attractive- printed in the company's advertisness as a proposition to lay before ing for the benefit of others. One readers, in the first place, and is depositor never spends a cent, but almost inexhaustible in its possi- puts every copper into a home bilities. Writers of savings ad- bank. Another puts in all his vertising have thus far touched dimes. Another has a baby and only on the extreme border of this saves to send the child to college. It is the one to study Another makes out a bill against himself every week and meets it Thrift advertisements for the along with his other bills, because average savings department often he has found that when he owes read like maxims out of "Poor anyone else money he pays it, Richard." They strike you not as and from that he developed the good counsel for you, yourself, to plan of owing himself money. On follow, but as though they might the first week this bill against There is the table, for example, 1892. Another allows himself so so frequently printed by banks, much for daily expenses—carfare, demonstrating how ten cents a lunch, cigars; if he walks to week, or fifty cents, or a dollar at work, a nickel goes into the bank, good argument to an advertising bought safety razors and put a

dime into the bank every time garded in savings advertising, is they shave themselves. Another so well set forth that most of the puts a silver dollar in the bank on article is here reprinted for the payday, a half-dollar next day, a information of the bank advertisquarter the next, a dime the next, ing man: a nickel the next, and on the night before next payday a penny -which makes \$1.91 a week.

Compared with the people of France, Germany, Switzerland, Austria, Belgium, Holland and other foreign countries where Thrift has been practiced systematically and universally for centuries, the American people are just beginning to learn to save. Saving is an immense subject, look at it from any standpoint. To the average American on salary or wages it means little more than putting money into the bank occasionally, with no very definite object in view. Often this primitive form of saving is looked upon as more or less meaneconomy is confused with miser-In foreign countries a man often lays out his whole life according to a plan of saving, either for old age, his daughters' doweries, his children's education, A definite part of his income goes into this fund for the future, interest is calculated and realized methodically, and the fund grows year by year according to plan, while the man and his family meanwhile live well and get all there is out of life. There is a universal method and science of thrift in Europe which is not yet known in this country. Nobody can propagate it so easily as the savings banker, and nobody except the systematic saver will profit so much by a spread of this scientific economy, for it means stability in deposits-growth-financial acumen among the people. This is THRIFT in its larger meaning, and the bank ad-man who thinks that the whole subject is expressed in "Poor Richard" maxims simply hasn't looked into the subject.

In the October issue of the World To-Day was published an article on "Education in Thrift," by Shailer Mathews. The idea of Thrift in its broadest aspects, and particularly as it should be re-

It is one thing to grow rich by some happy stroke; it is quite another thing to save and invest sums from an income none too large for one's tastes and ambitions. The difference is something more than a matter of dollars and cents. It is a difference in one's attitude toward the world-a difference in character. Some

ard the world—a difference in character. Some spend freely and are always poor, while others of equal income are yet slowly accumulating a capital which, though small, ministers to a sense of independence.

Thrift is by no means a monomania for small savings. There are plenty of people who will turn out electric lights to save a cent an hour, who will insist upon sitting in the best seats of a theater and eating the expensive novelties of the market; who will leave best seats of a theater and eating the expensive novelites of the market; who will wear cheap shoes and buy expensive hats. A thrifty man knows how to spend money quite as well as how to save it. He is no more given to financial than to alcoholic dissipation. He may not go to the theater often, but he may take his family to Europe. In a word, by thrift is meant simply that way of living which systematically transfers a portion of one's income to one's capital. It is not inconsistent with generosity; it is not the synonym of niggardliness. The thrifty man is not worried about to-morrow, because he is prepared for to-morrow. If the other people are not worried about to-morrow, it is because their creditors worry for them.

itors worry for them.

One of the poorest classes in the United States is that composed of men who are earn-States is that composed or men who are earning \$2,000 to \$4,000 a year. By force of circumstances they find their standard of living set not by those of their own financial resources, but by those of much larger income. With an income always appropriated to the maintenance of last month's appearances, sickness means chronic indebtedness, and death means a family made suddenly dependent upon in-adequate insurance and the bounty of relatives.

Among these salaried people thrift is almost as extinct as the dodo. Its members, whether consciously or not, are being forced into the class of speculators. They take "flyers" in alluring stocks, wildcat mines and other flamboyant schemes. Some become devotees of the Stock Exchange and the bucket shop. Even if they carry life insurance, they will, sooner or later, be tempted to use their policies as collateral for loans with which to grow sud-denly rich, or to meet the expenses of living. They do not save.

If this be true of this generation, what will be true of the next? Will not the standard of living and scale of expenses set by the full maturity of a father's earning capacity become
the point of departure for the son? Is a generation of speculative fathers quite blameless if a generation of sons prefers the gambler's hazard to the certain independence of self-

sacrifice.

If the average man wants a comfortable old age, he must live during his years of largest earning capacity as if he were poorer than his income would argue. Savings are the salaried man's sinking fund—the capitalization of the premium on his stock of productive years. Thrift is not a matter of ductive years. Thrift is not a matter of mere dollars and cents or even of the fullness of a day's life. One needs to be repeatedly reminded that it is a matter of morals quite as vital to the next generation as to this. A scrub woman may be too much in dread of the rainy day, and may too rigorously de

prive herself and family of small comforts that she may be the better able to meet misfortunes when they come, yet is not her in-dependence better than a primitive disregard of the future and a complacent reliance on the county hospital and the orphan's home? Is not stern self-denial and even possibly over-zealous saving very likely better than any other scheme of life to insure a self-

ant race to-morrow?

The establishment of a surplus which may become capital is at bottom the question of the standard of living. The simplest way in which to accomplish it is deliberately to treat one's income as consisting of two parts: 1. That which may fairly be treated as the average income for one's entire productive period; and (2) the premium which belongs to the fewer years of one's largest productive capacity. There is no fixed rule by which to distinguish between these two elements, but he would be an unusual man, the premium upon whose earning capacity during the period of maturity will not be at least 10 per cent. If a manufity will not be at least 10 per cent. It a man who earns \$1,000 or \$2,500 a year would, at the expense of self-denial, capitalize annually this per cent of earning capacity, his future would be certainly more under his own control and his life would be more full of reliance and self-respect. For it is not what a man earns but what he capitalizes that really gives him permanent economic independence. For a man who is earning \$2,000 a year such a capitalization would mean an annual saving of \$200. If such surplus be rationally invested and treated as a sinking fund for old age, its increase is surprisingly satisfactory. Nor will it be dependent wholly upon thrift There are few men in business who do aione. Incre are few men in business who do not meet opportunities for the investment of a few hundred or a few thousand dollars which give legitimate returns much larger than the ordinary rate of interest. Such opportunities are the supplement of thrift, and the fact that they come is the reward of thrift.

It is at this point, however, that most men are defeated by the all but irresistible rise in the standard of living. They establish a scale of living which they hope to earn enough to maintain. The real course of action is precisely the reverse. Before the bills of the month are paid, or better still, before the budget for the paid, or better still, before the budget for the year or the coming month is determined upon, the premium in the income should be taken out and invested. Then the standard of living should be made to conform to the remainder. In a certain way, this suggestion sounds childish. As a matter of fact, it is singularly practicable. If a man determines to save ten per cent of his income before he pays his bills, he will inevitably find that he will be slower to run up bails and even if he find, his need temporarile. bills, and even if he finds himself temporarily in debt, he has only to practice economies, unpleasant though they may be, to find the ratio of expense to income re-established.

ratio of expense to income re-established.

Few men on a salary will save except under this simple rule: "Save before spending, rather than save what you so not spend." The illustrations of such a: 'hod as this are numerous, though not very striking. The slow accumulation of a few hundred a year has nothing of the sort which gives a man notoriety. But small savings accumulate as rapidly as small debts. I have in mind a minister who began life on \$300 a year, and who throughout a long life of exceptional usefulness never had a salary of more than \$1,500. He brought up a family of several children and died worth \$50,000 of \$60,000. His success was due in large measure to remarkable business sagacity, but he gained the means with which to make cerhe gained the means with which to make cer-tain investments by the elimination of those small and foolish expenditures which dissipate one's income unappreciably but relent-

pate one successive the seasily. When a man religiously undertakes to cap-talize the premium of his earning capacity, he is face to face with the question of methods of investment. There is first life insurance. Life insurance. Life insurance companies, thanks to the rigorous laws which control their management, are as nearly absolutely safe as human ingenuity can make them. For persons of small income the right form of insurance is one of the very best right form of insurance is one of the very best methods of saving. It has a compulsive force which there is no avoiding. It pro-vides for death as well as for life. It is a fair question, however, whether a man with a small income should take "en-dowment" policies. "Straight life" is prob-ably better for him. The endowment policy has the advantage of compelling equipments. has the advantage of compelling saving beyond the cost of insurance proper, but "straight" policies have their reserve value and enable a man to control a portion of his savings in the interest of larger investments or for sudden emergencies. Any man who does not carry life insurance suffi-cient to provide for his family for at least five

cient to provide for his family for at least nve years after his death should seriously question his reasons for neglecting the comfort of those for whom he is responsible. Building and loan associations. These are of help, especially for those men and women who are desirous of owning homes, and who are anxious to have a somewhat larger return are anxious to have a somewhat larger return on their money than that which a conserva-tively managed savings bank can safely promise. It must be borne in mind, how-ever, that more than insurance companies and savings banks they are exposed to the dangers of mismanagement, and the list of building and loan associations which have building and loan associations which have failed to meet their large promises is not as small as one would like. If, however, such associations are in the hands of thoroughly honest and competent men, and if their loans are placed carefully, they will prove of great help to the man who wishes to make small savings while building a home.

There are a number of investment corporations that offer debeature honder when the contractions of the con

tions which offer debenture bonds purchasable on the instalment plan. These concerns are not under the strictest supervision on the part of the State and are exposed to the temp-tation of loaning too generously and of paying too large commissions. The business itself is legitimate and in many cases is managed

is legitimate and in many cases is managed with extreme ability and scrupulous honesty. There are many conservative stocks listed on the exchanges which have always been safe. For the small investor, however, they are generally not as desirable as certain other forms of security. While they are always salable they are liable to changes in market price, and unless a man is perfectly willing to treat them as investment rather than as a means of succession, they are than as a means of speculation, they are always a temptation to speculate pure and simple.

Many men invest their savings in a home. a home is, of course, very great, but for a man who can expect to save during the course of a lifetime only a few thousand dollars, and who at the same time is at the mercy of his busi-ness relations, it is a fair question as ness relations, it is a fair question as to whether such an investment is altogether safe. Each man must determine the matter according to the situation in which he finds himself. To live in the suburbs of a great city in one's own little home is one of the utopias to which a salaried man can hope to attain. But to live in a house which represents a disproportionate invest-ment is a burden rather than a bless-ing. If a man has courage to build a house less costly than his neighbor's, he will be saved from many of the

ne will be saved from many of the trials to which the householder sooner or later is exposed. But probably for the small investor the most satisfactory means of saving is the savings bank. It is under the careful supervision of the State, its careful supervision of the State, its investments are always conservative, the possibility of embezzlement and fraud is at a minimum, and the funds which a man invests are subject to his own will for use in some other way own will for use in some other way as soon as they accumulate to the necessary amount. As a commentary on the essential solvency and good management of savings banks, one has only to look at the history of such institutions during the past twenty-five years. Panies have not affected them seriously and they have been of direct service to their communities in the way of make to their communities in the way of making loans. They take the small savings ing ioans. They take the small savings of innumerable men and women, which otherwise would be quite unusable as capital, and put them at the service of a community and the nation. The expenses of such banks are comparatively small, and if the rate of interest is low, it is because the element of risk is practically eliminated from their practically eliminated from business.

business.

There are a few suggestions which may be worth considering:

It is better to be rich among the poor than poor among the rich.

Every family should train its children in saving. If a child is given an allowance it should be taught two things: First, to contribute systematically to some good cause, like the church, and, second, to save something regularly.

church, and, second, to save something regularly.

When savings have accumulated to \$500 or more, the question is no longer one of thrift but of the investment of capital. Municipal bonds and mortgages, placed cons-rvatively by experienced men or firms, are among the most advisable forms for the small investor.

Distrust any investment "guarantee-

ing" more than five per cent. ing" more than five per cent. There are plenty of rich men who would buy up such stocks if they were really reliable. When a company capitalized for millions tries to sell stock to teachers, preachers and other persons inexperienced in business, it is a prima facie evidence that it does not commend itself to business judgment. Good mortgages sometimes pay six per cent. mortgages sometimes pay six per cent, and though not guaranteed, are generally safe.

erally safe.

If a run starts upon a bank do not join it. Practically every savings bank in the country is solvent. If you withdraw your money you check its business; you are very likely to disturb men who have borrowed money of it; and you lose your interest. And, finally, savings should be treated as a sinking fund, not as a working capital, or as a fund to meet deficiencies. A man who lives at a scale of expense at least ten per cent lower than his income and saves the surplus will be at once independent and freed surplus will be at once independent and freed n many of the worries which beset men of larger income.

#### HER SYSTEM.

Patient (to pretty nurse)—Will you be my wife when I recover? Pretty Nurse—Certainly.

Pretty Nurse—Certainly.
Patient—Then you love me?
Pretty Nurse—Oh, no; that's merely
part of the treatment. I must keep my
patients cheerful; I promised this
morning to run away with a married
man who had lost both his legs. man who ha

R. F. OUTCAULT, creator of "Buster Brown" and "The Yellow Kid," was the lecturer and guest of honor at the last monthly meeting of the St. Louis Advertising Men's League. The an-nouncement of the meeting, printed in green ink on brown cartridge paper, is an effective bit of work.

MAN who understands what he is talking about speaks so the person of average intelligence can understand average him .- Star Monthly Solicitor.

## Northern Pacific.

When we wish to be absolutely sure that we have bed-rock figures in the circulation of a newspaper, we use Rowell's American Newspaper Directory.—A. M. Cleland, General Passenger Agent, St. Paul, Minnesota, December 21, 1905.

## FOR POND'S EXTRACT.

THAT, DURING 1905, INCREASED New York State.

clean, straightforward proprietary introduced.

With preparation, it has been extensively counterfeited, imitated and subjected to the competition of Pond's Extract Co., which is a was appropriated than had ever cuts and bruises." business in its long history.

tract, it is necessary to know with wood alcohol or formaldeshrub hamamelis virginica, popu- be. Pond's has a high standard

NEW ADVERTISING ENERGY larly known as "witch hazel," is native to North America alone, and found in quantities only in SOME DETAILS OF A CAMPAIGN New Hampshire, Connecticut and Long before SALES OF THIS PROPRIETARY 80 the white man came it was a PER CENT-MORE MONEY SPENT, medicinal herb valued by the In-MORE INTELLIGENCE USED IN dians, and when New England was SPENDING IT—CATCHING UP WITH Settled the whites soon larned to value it, too. For years "witch hazel" held a place among Pond's Extract is one of the the home remedies, grandmother's "yarbs," being prepared by boiling remedies, as far as composition is in tea-kettles. In the '40's this concerned, and also one of the remedy was taken in hand by the most stable in point of sales. A Ponds at Utica, N. Y., a place harmless liquid, used chiefly for where the shrub was then found external application, it has none in abundance, and converted into of the features that have raised a stable liquid through distillation and the use of a preservative.

Medicines." And serving most of For distilled witch hazel spoils. the purposes of a liniment, as well after a few days, unless fixed with as having antiseptic character, it alcohol, the preservative used in is used over and over in the aver- Pond's Extract. This commercial age family many times a year, and preparation of a favorite home for many years, so that, unlike a remedy, put on the market as "cure-all," it is stable when once Pond's Extract, soon grew into a sale so wide that the shrubs these obvious merits, around Utica gave out, and it Pond's Extract has one commer- was necessary to move the discial disadvantage, and this has tillery to Connecticut, where it is played havoc with its sales. A located to-day. Witch hazel blossimple extract of the shrub hamam- soms late in autumn; the shrub elis virginica, instead of a formula can be distilled for medicinal pur-

substitutes. Perhaps no other corporation, for more than forty proprietary in the market has suffered so much from substitution. Product from the first, and early To add to the losses through this created a name for it that led to insidious channel, the remedy has imitations. For sixty years, pracbeen handicapped by insufficient tically, Pond's Extract has been and poorly directed advertising advertised. But there was never until within the past year. But, any defined policy. The adverduring 1905, a new, energetic campaign was started. More money -"Pond's cures," and "Good for People who been spent before, new methods knew the virtues of witch hazel and mediums adopted, and after bought Pond's sometimes, and eleven months' work along these again a bulk extract, which was new lines the company had the cheaper. The advertising never satisfaction of learning that sales told them the difference between had been increased 80 per cent, bulk witch hazel and the proprieand that it had done the largest tary article. The former is often a weak solution of the plant at To thoroughly comprehend the its best, the company claims, while advertising problem of Pond's Ex. at its worst it may be adulterated something of its story, which hyde, as many samples analyzed goes back fully sixty years. The for the company have proved to

of strength and lives up to the on general principles, in covering

part of his plan. But not all.

know nothing about Pond's, we of the community. set out for a campaign of infor-It is sure to mean strength.

now using every daily paper on people must often act in emergenthe Pacific Coast, except six that cies, but in cities, where physi-I had never heard of till our ad- cians are within a few minutes' vertising started. These were call, it would not be valued. In not very prominent, it is true, but such centers we distribute some-

United States pharmacopia. Again, a specified territory, I believe in the advertising was insufficient in using even the weak mediums, for volume and interest to keep witch they must reach some people, and hazel prominently before the new are worth their price if the price generations who had never heard is just. We are also using some of the old-time remedy. Popula- daily papers in large cities elsetion outgrew Pond's Extract, and where, but the Western coast is the new generations knew it not. being covered because conditions With this situation confronting out there make that inviting terriit, the company stirred itself over tory, and because, as our approa year ago. W. T. Seagrave, an priation is not large enough to advertising man of twenty-five cover the country nationally in years' experience, mapped out a dailies, we deem it best to concencampaign with the idea of telling trate. Our newspaper copy talks the public something about Pond's purity and strength, with the heal-first, and telling people direct, or ing properties of Pond's as a secas nearly so as possible. A change ondary argument. We are after of mediums was the initial step, the users of witch hazel first, and The company had been using a new converts second. The subgood deal of space in magazines. stitution problem is most impor-Mr. Seagrave is a newspaper man, tant, and by attacking it and putand believes in the daily papers, ting the public right we can make Daily papers, therefore, formed sales faster than with another line of argument. In all territory "The company's former expendi- where daily newspaper advertising ture ran between \$30,000 and is running we have been working \$100,000 a year," he says. "But on the retail druggists through that for 1905 went a good deal salesmen, not only enlisting their higher. With the idea that people help in stocking up to meet deto-day know less about witch mand, but in circularizing. Rehazel than they did thirty years tailers furnish us lists of names, ago, and that those who do know and we send to these various sorts about witch hazel are likely to of literature, according to the size

"Here is a booklet that goes mation. Pond's Extract is witch into small towns and the country. hazel, but witch hazel isn't Pond's Probably it would be of little ser-Extract. Pond's is what Wana- vice in big cities. It is a hand-maker calls 'that totally different book on first aid to the injured, kind.' There are ways of dem- made up of material compiled by onstrating this in print, and we the investigators of Johnson & have taken them. We do it in Johnson, the makers of surgical our newspaper and other copy by supplies. All the information in telling the story of Pond's, and this book is scientific and ethical. by securing samples of bulk witch and in every line is emphasized hazel in certain territory we are the importance of sending for a covering and having them ana- physician. What to do till the Out of seventy samples doctor comes is its theme, and the bought this way on the Pacific advertising value is secured by Coast, for instance, fifty-two con- specification of Pond's Extract tained wood alcohol or formalde- for perfectly proper uses. In conhyde, while none were of stand- nection with this book we sell a ard strength. Pond's therefore, Pond's Extract first-aid case for may mean safety from poisoning. factories, farms and households. Such information is prized on "In the way of mediums we are farms and in small towns, where

thing like our book on 'Beauty,' and the creation of re-orders from which was written by Harriet patients who subsequently buy the Hubbard Ayer, and gives direc- remedy and recommend it to their tions for massage, deep breathing, friends, the value of this sort of clearing the complexion, etc., in advertising is greatly overrated. connection with Pond's Extract Preparations like Fellows' Hypo-and our toilet essentials. As many phosphites and Gude's Pepto-as 30,000 or 40,000 booklets have Mangan have been built up to been sent out of here in a day, enormous proportions, it is true, and in the past six months the but the competition in ethical proaverage has not been less than prietaries is something prodigious,

10,000 a day,

care of by jobbers, we have been long establishment. using a list of agricultural and have come from these readers, space in daily newspapers." showing that a very small ad is centrated newspaper advertising Delineator for February will have in a territory where every retailer a four-page "reader" for Pond's must be brought into line.

tised in a large list of medical papers to reach physicians. The arguments here, too, are chiefly directed against substitutes. Pond's has been in the market so long that it is freely prescribed. While some proprietaries have built up a large popular sale and the same proprietaries have been in the market so long that it is freely prescribed. While some proprietaries have built up a large popular sale and the same proprietaries have tirely in the medical journals, of so much commercial value as other through advertising to physicians people's opinion of him.—Real Estate,

and only one in a thousand suc-"To stimulate sales in the coun- ceeds. Those that have won poptry, where demand must be taken ular favor are chiefly remedies of

"Pond's offers many live adverreligious papers. I believe in tising arguments on its merits as both of these mediums, but par- a remedy. Its advertising may ticularly the farm papers. Our be kept close to the almanac all list of neither is large-more in the year round. In winter it is the nature of experiment. That good for chilblains and rheumain the agricultural field, for ex- tism, and in summer for insect ample, comprises six mediums- bites, stings and sunburn. There Wisconsin Agriculturist, Farm and is always the toilet argument, too. Ranch, Country Gentleman, Na. But the crux of the situation is tional Stockman, Practical Farmer substitution, and by attacking it and Farmer's Review. The farm in our advertising we have been papers not only reach the best able to show an 80 per cent inclass in the country, but even crease in sales from January I when they go to towns and cities to December i, 1905, at an inthey are taken by people who crease in advertising expenditure read them thoroughly. We have that is, results considered, exprinted in them a four-line read-tremely moderate. During 1906 ing notice in addition to our dis- the company will make a still play advertisements, offering the larger increase in its expendifirst-aid book, about which nothing ture—I might say a big increase, was said in the display ads. Re- And this money is to be spent quests for thousands of copies principally for more advertising

On February 1 a supplementary seen and heeded in the farm pub- campaign for a new article, Pond's lications. But our chief use of Extract Soap, is to begin. This farm and religious mediums has preparation is being marketed in been for general publicity thus conjunction with Armour & Co., far-advertising to create business Chicago, who make the soap. Its that involves no such follow-up publicity will be divided between and personal work as does con- newspapers and magazines. The

Extract Soap.

## A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a piace in this list for a paper not having the requisite and lifection.

Advertisements under this caption are accepted from publishers who, according to the 1935 issue of Rowell's American Newspaper Directory, nave submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1935 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*),

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

IF Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, nonthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

#### ALABAMA.

Athens. Limestone Democrat. weekly. R. H. Walker, pub. Actual aver. first 5 mos. 1905, 1,082.

Birmingham, Ledger. dy. Average for 1904, 19,281. Best advertising medium in Alabama.

#### ARIZONA.

Phoenix, Republican. Daily arer. 1904 6,889. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

#### ARKANSAS.

Fort Smith. Times. daily. Actual average for 1904. 8.876. Actual average for October, November and December, 1904. 8.646.

#### CALIFORNIA.

Freene. Evening Democrat. Arerage April, 5,195. Williams & Lawrence, N. Y. & Chicago.

Mountain View. Signs of the Times. Actual weekly average for 1904, 27, 108.

Oakland, Herald, daily. Average for 1904. 7.588. Now 8.500. E. Katz, Spec, Agent, N. F.

Oakland. Tribune, evening. Average for nine months ending Sept. 30, 1905, daily 18,447.

The Billboard. America's Leading Theatri-cal Weekly, San Francisco office, 37 Ph.lan, 806 Market St. Rube Cohen, Mgr.

San Francisco. Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending August, 1905, 62,617; Sunday, 88,941.

San Francisco. Sunset Magazine, monthly, literary: two hundred and cigat pages, 5zs. Circulation: 1994. 48,916; 11 months 1995, 545. Home Offices, 431 California Street.

San Jose. Morning Mercury and Evening Herald Average 1904, 10,573.

San Jose. Town and Country Journal, mo. W. G. Bohannan Co. Average 1904, 9,125. May, June and July 1905, 20,000.

#### COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay.

Benver, Post, daily. Post Printing and Pub-isning Co. Average for 1904, 44.577. Average for Nov., 1805, dy. 46.244. Sy. 61.812,

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hun-dred dollars to the first person who successfully contro-



#### CONNECTICUT.

Ansonia. Sentinel, dy. Aver. for 1904, 4, 965. t 6 months '05 5, 111. E. Katz, Spec. Agt., N. Y.

Bridgeport, Evening Post. Sworn daily av. to Oct. 1, 1905, 11,001. E. Katz, Spec. Agt. N.Y.

Bridgeport. Telegram-Union. Sworn daily av. to Oct. 1, '05, 10, 128. E. Katz, Spec. Ayt., N.Y.

Meriden. Journal, evening. Actual average for 1904, 7, 649. Meriden. Morning Record and Republican. daily average for 1904. 7.559.

New Haven, Evening Register, daily. Actual av. for 1904, 18,618: Sunday, 11, 107.

New Haven, Palladium, dy. Aver. 1904, 7.857. First 6 mos. '05, over 8, 000. E. Katz, Sp. Agt., N.Y.

New Haven. Union. Av. 1904, 16, 976. First six mos., '05, 16, 187. E. Katz, Spec. Agt., N. Y. New London, Day. ev'g. Aver. '04, 5.855, 1st mos. '05, 6,090, E. Katz., Spec. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending Dec., 1904, 8, 217. April circ., as certified by Ass'n Am. Adv'rs. all returns deducted, 2,869.

Norwich. Bulletin, morning. Average for 1903, 4,988; for 1904, 5.250; now, 6,482.

Waterbury, Republican. dv. Aver. for 1904. 5.770. La Coste & Maxwell Spec. Agents, N. Y.

#### DELAWARE.

Wilmington, Every Evening. Average quaranteed circulation for 1904, 11,460,

#### DISTRICT OF COLUMBIA.

Washington. D. C., Army and Navy Register. Average net paid circ. first 26 weeks 1905, 8,588.

Washington. Evening Star, daily and Sunday. Daily average for 1904. 25.502 (⊙⊙).

#### FLORIDA.

Jacksonville, Metropolis, dy. Av. 1904, 8,760.

#### GEORGIA.

Atlanta. Constitution. D'y av. '04, \$8,888; W'y 107,925. Aug. '05, d'y 40,723; S'y 50,102.

Atlanta. Journal, dy. Av. 1904, 43.633, Oct. 1905, 46,906, Sy. 49.255, Semi-veckly 55,988.

Atlanta. News Actual daily average 196 24.230. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

Atlanta. The Southern Ruralist. Sworn average first six months 1905, 52.888 copies monthly.

Augusta. Chronicle. Only morning paper. 04 average. daily 5.861: Sunday 7.480.

#### ILLINOIS.

Cairo, Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign. News. Oct. and Nov., 1905, no issue of daily less than 3.010; d'y and w'kly, 6,200.

Chienge. Bakers' Helper, monthly (\$2.00).
Bakers' Helper Co. Average for 1904, 4, 100 (@@).

Chiengo Breeders' Gazette, weekly, \$2.00. Average circulation 1905, to Oct. 1st, 66,423.

Chicago. Farmers' Voice and National Rural. ctual aver., 1904, 25.052. Sapt., 1905, 40,000.

Chicago. Gregg Writer. monthly. Shorthand and Typewriting. Actual average 1904, 12,750,

Chicago, Inland Printer. Actual average circulation for 1904, 18.812 (@ @).

The Billboard. America's Leading Theatrical Weekly. 'Thicago office, 87 South Clark St., Suite 61. 'Phone Cenral 5934. W.A. Patrick. Mgr.

Chleage, Orange Judd Farmer. Only agricultural weekly covering the prosperous Western Takes on the State of t

Ohleago, Record-Herald. Average 1904, daily 145.761. Sunday 199.400. Average first four mos. 1905, daily 148,928, Sunday 203.501.

The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald GUAR is guaranteed by the pub-AN Newspaper Directory, who will pay one hundred dollars

to the first person who successfully controverts its accuracy.

Chicago, System monthly. The System Copub. Eastern office | Madison Ave., N. Y. Ar., for year end. Feb. 1906, 83.250. Issue for Sept 1906, 64.200.

Kewsnee, Star-Courier. Av. for 1904, daily 3.290, wy, 1.278. Daily, 1st 4 mos. '05, 3.302.

Peorla. Evening Journal, daily and Sunday. Sworn daily average for 1904, 13.525.

Peeria. Star. evenings and Sunday morning. ctual average for 1904, d'y 21.528. S'y 9.957.

#### INDIANA.

Evansville. Journal-News. Ar. for 1904, 14.-030, Sundays over 15,000. E. Katz, S. A., N.Y.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5.635.

Muncle. Star. Average net sales 1904 (all returns and unsold copies deducted), 28,731.

Notre Dame. The Ave Maria, Catholic weekly. Actual net average for 1904. 23.815

Richmond. Sun-Telegram. Sworn av. 1904, dy.

South Bend. Tribune. Sworn daily average, 1904. 6.539. Sworn aver. for Nov., '05, 7,665.

#### INDIAN TERRITORY.

Ardmore. Ardmoreite, daily and weekly.

#### IOWA.

Davenport, Democrat and Leader. Largest year. city circu'n. Sworn aver, Nov., 1908. 8, 384.

Davenport. Times. Daily arer. Nov., 11.057. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, Gally, Lafayette Young, publisher. Actual average sold 1994, 56, 5825. Present circulation ore 28, 900. City orculation guarunteed largest in Des Moines. Curries more department store advertising than all other papers combined. Carries more adtertising in six issues a week than any competitor in seven.

Keckuk. Gate City, Daily av. 1904, \$.145; daily six months, 1905, \$.298.

Muscatine, Journal. Daily av. 1904, 5.240, tri-weekly 3,089, daily, March. 1905, 5,452.

Sloux City, Journal, daily. Average for 1904, steorn. 21.784. Av. for Nov., 1908, 26,458. Prints most news and most foreign and local advertising. Read in 30 per cent of the homes in city.

Sioux City, Tribune, Evening, Net snorm daily average 190, 29, 878: Nov., 190, 25, 680. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only I own paper that has the Guaranteed Star.

#### KANSAS.

Hutchinson. News. Daily 1904, 2.964. First five mos. '06, 8.396. E. Katz, Sp. Agent, N. Y.

#### KENTUCKY.

Harrodaburg, Democrat. Put it or your 1906 list; Sc. per 1,000; Al. Proven av. cir., 3.582.

Lexington, Leader, Av. '04, evg. 4,041, Sun. 5,597, Aug., '05, cvg., 4,549, E. Katz, Spec. Agt.

Louisville. Times. Daily average year ending une 50, 1905, 86,025 (2). Beckwith Agency, Rep.

Padueah. Journal of Labor, wkly—Accepts only the best class of advertising and brings results from the best class of wage-workers.

#### LOUISIANA.

New Orleans. Item. official journal of the ty. Av. cir. Arst eight months 1905, 22,095.

#### MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1, 269.641.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1904. 6.344. weekly, 2.486.

Banger. Commercial. Average for 1904, daily 8,991, weekly 28,827.

Dover. Piscataquis Observer. Actual weekly average 1904, 1,918.

Lewiston. Evening Journal, daily. 1904, 7.524 (OO). weekly 17.450 (OO). Aver. for

Phillips, Maine Woods and Woodsman. weekly. J. W. Brackett Co. Average for 1994. 8.180.

Portland. Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.

#### MARYLAND.

Baltimore, American, dy. Aver. to June 30. '05, 4,068. Sun., 58,818. No return privilege. 64.068.



Baitimore, News, daily. Evening News Publishing Company. Average 1804, 53.7.84. For Nonember, 1806, 61,4469.

The absolute correctness of the litest circulation rating accorded the News is quarunteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully con-

troverts its acc

#### MASSACHUSETTS.

Boston. Evening Transcript (@@). Boston's tea table paper. Largest amount of week-day adv.

Boston Globe. Aver. to Oct. 1, 1905, daily, 198. 619. Sunday, 301.425. Largest Circulation Daily of any two cent paper in the United States. 190,000 more circulation than any other Sunday paper in New England. "Avertisements go in morning and afternoon editions for one price. The absolute correctness of the latest



circulation rating accorded the Boston Globe is guaran-teed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its

accuracy.

Beston. Post Average Oct., 1995. daily 256, 215, 1994. 219. 721. Boston Sunday Post, average Oct., 1995. 1946. LSB: 1994. 179. 286. England. whether morning or evening, or norm-ing and evening editions combined. Second largest Sunday circulation in New England. Daily rate. 20 cents per agute line, flat run-of-paper; Sunday rule. 18 cents per line. The best advertising propositions in New England.

Fall River. News. Largest cir'n. Daily ar. '04, 6,958(未). Robt. Tomes. Rep., 116 Nassau St.. N.Y.

Springfield, Farmand Home, National Agricultural semi-monthy. Total paid circulation, 872.564, Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. Good Housekeeping, mo. Aver-ge 1905, 206,088. No issue less than 200,000. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England. Paid circulation, 44,000. Heaches every post-office in Mass., R. I.. and Conn., and all in Ver-mont, New Hampshire and Maine, except a few in the woods. All advertisemente guaranteed.

Worcester, Evening Post, daily, Worcester Post Co. Average for 1904, 12,617.

Worecater. L'Opinion Publique, daily (@ @). Paid average for 1904. 4,732.

#### MICHIGAN.

Grand Rapids, Herald. Average daily issue last six months of 1904. 28.661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan; pop. 150,000).

Grand Rapids. Evening Press dy. Are 1904, 44,807. Average 6 mos. 1905, 46,037

Jackson. Patriot, morning. Actual daily average for 1904, 8, 158. Av. Sept., 1905, 8, 857.

Kalamasoo, Evening Telegraph. First 6 mos. 1905, dy. 10,128, June, 10,174, s.-w. 9,683.

Kalamasoo, Gazette, d'y. 6 mo. ead'g Sept. 205, 11,562; Nov., 11,988. Larg. cir. by 4,500 Saginaw. Courier-Herald, daily, Sunday. Average 1904, 10,288; November, 1905, 13,581.

Saginaw. Evening News. daily. Average for 1904, 14,816. November. 1905, 18.102.

Sault Ste. Marie. Evening News. daily. A crage, 1904, 4.312. Only daily in the two Soos.

#### MINNESOTA.

Minneapoils. Farmers' Tribune. twice a-week. W. J. Murphy, pub. Aver. for 1904, 56,814.



Minnea poils. Farm, Stock and Home, semimonthly, Actual average 1904, 79,759. Actual
average first six months 1905, 86,299.
The absolute accuracy of Farm,
Stock & Home's circulation rating
is guaranteed by the American
Newspaper Directory. Circulation to
practiculty confined to the farmers
of Minnesota. the Dakota. Western
Wisconsin and Northern loves. Use
it for each section most prynthably.

Minneapolis. Journal, Journal Printing Co. Aver. for 1908. 57.089: 1904. 64.888: Brat 11 mos 1906. 67.557. Oct. 1908. 67.847. Nov. 68.848.



The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newsguaranteea of the American N.
paper Directory. It reache
greater number of the purchas
classes and goes into more ho
than any paper in its field,
brings results. It reaches a

Minnenpella, Svenska Amerikanska Posten. swan J. Turnblad, pub. 1904, 52,065.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Desly arerage for 6 mos. to Oct. 1. 1908, 99,478. Sunday, 75,925.

Sunday, 75, 925.

CIRCULATN The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The currie-divery of the supplemental than that of any other newspaper. The city circulation by Am. Newspaper, The city circulation by Am. Newspaper than the thing that the recognized tory.

apolis.

8t, Paul. The Farmer, s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1908, 32.625.

St. Paul. Dispatch. Average net sold for nine months to Oct. 31, 1905, 60.417 daily.

St. Paul. Volkszeitung. Actual average 1904, dy. 12,685, wy. 28,687, Sonntageblatt 28,646,

#### MISSISSIPPI.

Hattlesburg. Progress, ev'g. Av. d'y circ., y'r end'g Jan., 1905, 2.175. Pop. 14,000. and growing.

#### MISSOURI.

Clinton. Republican. W'y ar. last 6 mos. 1904, 8.840. D'y. est. Apr., '04; ar. last 6 mos. '04, 800,

Kansas City. Journal, d'y and w'y. Average for 1904, daily 64, 114. weekly 199, 890.

Joplin. Globe, daily. Average 1904, 12.046. ct., '05, 13.874. E. Katz. Special Agent, N. Y.

St. Joseph, News and Press. Circ. ist 6 mos. 1906, 35,525. Smith & Thompson, East. Rep.

St. Louis. National Druggist. mo. Henry R. Strong, Editor and Publisher. Average for 1904. 8,080 (© ©). Eastern office, 59 Maiden Lane.

8t. Louis. National Farmer and Stock Grower. monthly. Average for 1902, 68.588: average for 1903, 106,625: average for 1904, 104,750.

#### MONTANA.

Butte. Inter-Mountain. Sworn average daily circulation 1904. 13.678. Beckwith Sp. Agency

#### NEBRASKA.



Lincoln. Daily Star. evening and Sunday morning. Actual daily average for 1904, 15.239. For March, 1905, 16.362. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikan Farmer. weekly. Average year ending January, 1905, 146,867.

Lincoln. Freie Press, weekly. Actual average for year ending January, 1905, 149.281.

Lincoln. Journal and News. Daily average

#### NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in City. Sworn aver. for Sept. and Oct., 1905. 4, 204.

#### NEW JERSEY.

Elizabeth, Journal. Av. 1904. 5,522; first 6 mos. 1906. 6,818; 3 mos. to Aug. 1, 4,6644.

Jersey Olty. Evening Journal. Average for 1904. 21,106. First 6 mos. 1995. 22,555.

Newark, Evening News. Evening News Pub. Co. Average for November, 1905, 62,742.

#### NEW YORK.

Albany. Evening Journal. Daily average for 1904, 18,258. It's the leading paper.

Albany. Times-Union. every evening. Est. 1856. Av. for '04,80.487; Jan. Feb. & Mar., '05,83.594.

Binghamton. Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,289 (\*)

Buffale. Courier, morn. Av. 1904. Sunday 79. 882; daily 50.940; Enquirer, even., 32.702.

Buffalo, Evening News, Daily average 1904, 88,457; 1st six months, 1905, 95,281.

\* Catakill. Recorder, weekly. Harry Hall, editor. Ac. yr. endg. Nov., '05, 3, 796; Nov., 3, 866.

Corning. Leader. evening. Average, 1904, 6.288. First quarter 1906. 6,425,

Cortland, Democrat, Fridays. Est. 1840. Aver. 1904, 2,296. Only Dem. paper in county.

Glens Falls, Morning Star. Average circulation, 1904, daily 2.292.

Horneliaville. Morning Times. Arerage 4,188 for year ending July, 1905; 28 R. F. D.'s. Mount Vernon. Daily Argus. Average 1904, 2,915. Westchester County's leading paper.

Newburgh, News. daily. Ar. 9 mos. '05, 5, 129. 3,000 more than all other Newbyth papersonmoined

#### New York City.

American Magazine (Leslie's Monthly), Present average circulation, 256,10%, Guaranteed average, 250,000. Excess, 73,296.

Army & Navy Journa: Est. 1863. Actual weekly average for 52 1881es. 1904. 9.371 (36). Only Military paper awarded "Gold Marks."

New York, American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 108.000 copies weekly, of which \$5.463 are actual pand extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIET'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 75 of all the postoffices in and to 25 to 45 of the postoffices in the State with the State of th

Baker's Review monthly. W. R. Gregory Co. publishers. Actual average for 1904, 4,900.

Benziger's magazine, family monthly. Benziger Brothers, Average for 1904, 57,025, present circulation, 50,000.

Clipper, weekly (Theatrical), Frank Queen Pub. Co., Ltd. Aver. for 1904, 25,662 (00).

Gaelic American, reekly. Actual average for 1904, 8, 179; for 23 weeks in 1905, 28, 120.

Haberdasher. mo . est. 1881. Actual average for 1904, 7.000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, morthly. In 1905, overage issue, 19,020 (3), D. T. MALLETT, Pub., 253 Broadway. Leslie's Weekly. Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 5, 509.

Printers Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,-918. Actual weekly average for 1905, 15,090 copies.

The Billboard, America's Leading Theatrical weekly. New York Office. 1449 Broadway. Walter K. Hill, Mgr. Phone 2466 38th St.

The People's Home Journal. 544.541 monthly. Good Literature. 444.667 monthly, average circulations for 1905-ull to paid-in-advance subscribers. F. M. Lupton, publisher.

The Wall Street Journal, Dow. Jones & Co., pubs. Daily average first 6 months, 1906, 12.916.

The World. Actual aver. for 1904, Morn., 202. 885. Evening, 379.785. Sunday, 428.484.

The Tea and Coffee Trade Journal. Average circulation for 1905, 4.205(\*); December, 1905, issue. 5.510(\*).

Rochester. Case and Comment. mo. Law. Av. for 1904, 50.000; & years' average. 20.108.

Schenestady, Gazette, daily. A. N. Liecty. Actual average for 1905, 11. 625, 1904, 12.574.

Syracuse. Evening Reraid. daily. Herald Co., pub. Aver. 1904, daily \$5.648. Sunday \$9.161.

Utlea. National Electrical Contractor, mo. Average for 1904, 2.625.

Utien. Press. daily. Otto A. Meyer, publisher. Average for 1994. 14.879.

#### NORTH CAROLINA.

Charlotte. Observer. North Carolina's foremost newspaper. Actual daily aver. 1994, 6, 148, Sunday. 8, 408, semi-weekly, 4, 496.

#### OHIO.

Ashtabula. Amerikan Sanomat. Finnish. Actual average for 1904. 10.986.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1904, 79.460: Sunday 68.198. Nov., 1905, 78.804 daily; Sunday, 79.986.

Dayton, Herald, evening. Circ., 1904. 18.280. Largest in Dayton, paid at full rates.

The Billboard, America's Leading Theatrical Weekly, Cincinnati, New York, Chicago.

Youngstown. Vindicator. D'y ar, '04. 12, 626. LaCoste & Maxwell. N.Y. & Chicago.

Zaneaville. Times-Recorder. Sworn av. 1st 6 mos. 1965. 10.427. Guar'd double nearest competitor and 50% in excess combined competitors,

#### OKLAHOMA.

Oklahoma City. The Oklahoman. 1904 aver. 8.104. Oct., '05, 11, 258. E. Katz, Agent, N.Y.

#### OREGON.

Pertland. Oregon Daily Journal. Actual average for Nov., 1905, 23,859.

#### PENNSYLVANIA.

Chester, limes, ev'g d'y. Average 1904, 7,929. N. Y. office, 220 B'way. F. R. Northrup, hig:

Erie. Times, daily. Aver. for 1904, 14.25 November, 1905, 15.711. E. Katz. Sp. Ag., N.Y. for 1904, 14,257

Harrisburg, Telegraph. Sworn ar., Oct., 13.616. Largest paid circulat'n in Hb g, or no pay.

Philadelphia. Confectioners' Journal, mo. Av. 1904, 5.004; 1905, 5.470 (⊙⊙).

The circulation of

## THE PHILADELPHIA BULLETIN

is larger than that of any daily newspaper published in the State of Pennsylvania.

NET DAILY AVERAGE FOR NOVEMBER:

COPIES A DAY

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

## The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

NOVEMBER CIRCULATION

The following statement shows the actual cir-

day in the month of No	vember, 1905:
1	16167 445
2	17
3 165,511	18
4173,643	19 Sunday
5Sunday	90
6166,139	21168,76
7211,409	99166,182
8	23166,326
9167,283	24
10	25
11183,388	26Sunday
12Sunday	27166.413
13 167,763	28
14 168,103	29166,468
16	30145,938
Total for 26 days	s, 4,431.021 copies,

NET AVERAGE FOR NOVEMBER,

per day conies

BARCLAY H. WARBURTON, President, PHILADELPHIA, December 8, 1905.

Philadelphia, German Daily Gazette, Aver-circulation 1st 6 mos., 1905, daily 50.396: Sunday 40.155; sworn statement. Cir. books open.

Philadelphia. The Fress is a Gold Mark (© @) Newspaper. a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most de-sirable characteristics for any Newspaper. Cir-culation, daily average 1994, 113,242.

Philadelphia, Farm Journal, monthly, Wil-mer Atkinson Company, publishers. Average for 1995, 563.266. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this



seventh Sugar Bove to Farm journal with this inscription.

"Awarded June 2th, 1892, by Frinters' Int. 'The Little Schoolmaster' in the Art of Advertising, to the Farm of the Advertising, to the Farm of the Farm

#### THE PITTSBURG POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburg, has never made use of premiums or gift enterprises as circula-

bome of the buyer. The Western Pennsyl-vania field cannot be covered without the lost. Objectionable advertising is excluded from its columns. Circ. dy, 60,688, S. 12,26.



West Chester. Local News, daily. W. H. Hodgson. A rerayefor 1904, 15.180 (\$\frac{1}{2}\). In the 3th year. Independent. Has Chester County and vicionity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth

Williamsport, Grit. America's Greatest Weekly. Av. first 3 mos. 1905 235,756. Smith & Thompson, heps., New York and Chicago

York, Dispatch, daily, Average for 1904, 8,974. Enters two-thirds of York homes,

#### RHODE ISLAND.

Pawtucket. Evening Times. Average for six months ending June 30th, 1905, 16,813.

Providence. Daily Journal. 17,290 (⊙⊙). Sunday,20. 486 (⊙⊙). Evening Billetin 87. 886, average 1904. Providence Journal Co., pubs.

Westerly, Sun. Geo. H. Utter, pub. Aver. '904 4.430. Largest circulation in So. Rhode Island

#### SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for first eight months 1905, 4, 265.



Columbia. State. Actual average for 1904, taily 8.164 copies (OO); semi-weekly, 2.251. Sunday 9.417 (00). Act. aver. July to Oct. 23, '05, daily 10,076; Sunday 11,268.

#### TENNESSEE.



Knoxville Journal and Trib-une. Daily average year ending Jan. 31, 1905. 15. 486 (th). Weekly average 1904, 14.51E. One of only three papers in the South. and only paper in Tennessee awarded the Guarantee Star. The lender in mene, circula-star. The lender in mene, circulation, influence and advertising patronage

Knoxville. Sentinel. Av. '04.11.482. Led near-t competitor 11,000 in adverting. '04, 6 days vs. 7,

Memphia, Commercial Appeal, daily, Sunday, weekly. Average 1st 9 mos. 1995, daily 29,126, Sunday, 55,487. weekly, 81,822. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner, daily. Aver. for year 1905, 18.772; for 1904, 20.708. Average March, April, May, 1905, 81,887.

#### TEXAS.

Denton. Record and Chronicle. Daily av 1904, 816. Weekly av. 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso. Herald. Av. '04. 4,211; June' 05. 5. 080. Merchants' canvass showed Herald in 80% of El Paso homes. Only El Paso apper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo, Standard, weekly Average for

#### VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1904 8, 161, for six mouths, 1905, 8, 262.

Burlington, Daily News, evening. Actual daily average 1904, 6.018; last 6 mos., 6,625; last 5 mos., 7,024; last month, 7,847.

Burlington, Free Press. Daily av. '08, 5,566, 4, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Rutland. Herald. Average 1904, 3,527. Average 3 months ending June 1. 1905, 4,181.

St. Albans, Messenger, daily, Actual average for 1904, 3,166.

#### VIRGINIA

Norfolk. Dispatch, 1904, 9.400; 190 11,542. July, 11.944. August, 18,071. 1905, June

Norfolk, Landmark (OO). Leading home paper. Circ. genuine. No pads. VanDoren, 8p'l.

Richmond, News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.



Richmond. Times-Dispatch,

morning daily average year end-dring December. 1904, 20,172. High price circulation with no waste or duplication. In insety per cent of Richmond homes. The State

#### WASHINGTON.

Olympia. Recorder—evening. Just increased to 6 pages daily, 12 pages Saturdays.

Tacoma. Ledger. Dy. av. 1904, 14,364; Sy., 18,475; wy., 9,524. Aver, 6 mos., enaing June 30, 1905, Daily, 15,129. Sunday, 19,771.

Tacoma. News. Daily average 5 months end-ing May 31, 16,227. Saturday issue, 17,495.

#### WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2.820.

Wheeling, News. Daily paid circ., 11.517 (\$). Sunday paid circ., 11.958 (\$). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling pipers combined.

#### WISCONSIN.

Janesville. Gazette. d'ly and s.-w'y. Circ'n-average 1904. daily 2.881: semi-weekly 8,207. Milwankee. Evening Wisconsin, d'y. Av. 1904, 26.201; November, 1965, 26,487 (② ②).

Milwaukee, Journal daily. Journal Co., pub Yr. end. Nov., 1905, 40,280, Nov., 1905, 41,685.

Oahkaah, Northwestern daily. Average for 1904, 7.231. First eight months 1905, 7.608.

Cheyenne, Tribune. Actual daily average net for first six months of 1905, 4,380.

#### BRITISH COLUMBIA.

Vancouver. Province. daily. Average for 1904. 7.426; Nov.. 1906, 8.957. H. DeClerque, U. S. Repr., Chicago and New York.

Victoria, Colonist, daily. Colonist P. & P. Co. Aver. for 1903. 8.695; for 1904, 4.856 (\*)

#### MANITOBA, CAN.

Winnipeg. Free Press, daily and weekly. Average for 1904. daily. 25.698; weekly, 15.801. Daily. November. 1905. 81.898.

NEW BRUNSWICK, CAN. St. John. Star. Actual daily average for October, November, December, 1904, 6, 091.

#### NOVA SCOTIA. CAN.

Hallfax, Herald (⊙⊙) and Evening Mail. Circulation, 1904, 15,688. Flat rate.

#### ONTARIO. CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto. The News. Sworn daily average first nine months 1905, \$8,25%. Rate 3\( \frac{1}{2} \)c. flat. Larvest circulation of any evening paper published in Ontario.

Toronto. Star, daily. Daily average November, 1905, 39,598.

Toronto. Ev. Telegram . D'y. av. 1904. 31, 884. Aug., '05, 38, 808. Perry Lukens, Jr., N.Y. Repr.

#### QUEBEC. CAN.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904. daily 80,259; Av. Mar., '05, 95.826. Sat., 113.892.

Montreal, Star. dv. & wy. Graham & Co. Av. for '93', dy. 55.127, wy. 122.269. Av. for 1904. dy. 56.795, wy. 125.246.

Sherbrooke. Daily Record. Average first six months 1905, 5,820; November, 1905, 6,355.

Publishers entitled to have an advertisement in the Roll of Honor should be interested for extra space in the special issue of Printers' Ink for January 24press day January 17, 1906. See pages 40-41 of this issue.

# (OO) GOLD MARK PAPERS (OO)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspa-Directory, one hundred and twelve are distinguished from all the others by the so-called gold

announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost 28,28,20 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON. D. C. THE EVENING AND SUNDAY STAR (©©) Reaches 90% of the Washington homes.

ATLANTA CONSTITUTION. Aug., 1905. Daily 40,728 (96). Sunday 50, 102, W'kly 107,925.

THE MORNING NEWS (② ②), Savannah, Ga. A good newspaper in every sense; with a well-to-do-clientele, with many wants and ample means. Only morning daily within one hundred miles.

#### ILLINOIS.

GRAIN DEALERS JOURNAL (@@). Chie Largest circulation; best in point of quality.

BAKERS' HELPER (© ©), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (@ @). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

#### KENTUCKY

LOUISVILLE COURIER - JOURNAL (© ©). Best paper in city; read by best people.

#### MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (O O), greatest trade paper; circulation universal.

BOSTON PILOT (@@), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (@@), established 1830. The only gold mark daily in Boston.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America.

TEXTILE WORLD RECORD (@@), Boston. is the "bible" of the textile industry. Send for booklet. "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (@ @) is the leading French daily of New England.

#### MINNESOTA.

#### NORTHWESTERN MILLER

(⊙⊙) Minneapolis, Minn; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (⊙⊙).

#### NEW YORK.

THE NEW YORK TIMES ( © ). Over 100,000 metropolitan circulation.

BROOKLYN EAGLE (OO) is THE advertising medium of Brooklyn

THE POST EXPRESS (© ©). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (00). First in its class in circulation, influence and prestige, THE CHURCHMAN (© ©). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

VOGUE (©©), the authority on fashions. Tencents a copy; \$4 a year. 11-13-15 E. 24th St., N. Y. THE IRON AGE (60), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (@@).—Most reliable and ably edited.—Times. Chattanooga, Tenn.
E. News prints more transient ads than all other technical papers; 1½ & 3c. a word. Try it.

HARDWARE DEALERS' MAGAZINE.

In 1905, average 188ue, 19,020 (⊙⊙).
D. T. MALLETT, Pub., 253 Broadway, N. Y.

NEW YORK HERALD (@@). Whoever mentions America's leading newspapers mentions the New York HERALD first.

ELECTRICAL WORLD AND ENGINEER (© ©) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

CENTURY MAGAZINE ( © 0). There are a few people in every community who know more than all the others. Taese people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (@ @). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a highgrade advertiser

#### OHIO.

CINCINNATI ENQUIRER (© ©). Great—infinential—of world-wide fame. Best advertising menium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

#### PENNSYL VANIA.

"THE PHILADELPHIA PRESS" is a Gold Mark (© @) Newspaper, a Roll of Honor Newspaper, and a Guarmteed Star Newspaper, the three most decirable characteristics for any Newspaper. Circulation, daily average 1994, 113,242.

THE PUBLIC LEDGER (@@)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circu'ation now larger than in 70 years. PUBLIC LEDGER gained 1,356 columns advertising in five months ending Dec. 1st, 1905, over same period 1994.

### THE PITTSBURG (00) DISPATCH (00)

The newspaper that judicious advertisers always select first to cover the rich, pro-ductive. Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

#### SOUTH CAROLINA.

THE STATE (@@), Columbia, S. C. Highest quality, largest circulation in South Carolina,

#### VIRGINIA.

THE NORFOLK LANDMARK (© ©) is the home paper of Norfolk, Va. That speaks volumes.

#### WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©O), the only gold mark daily in Wisconsin, Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

#### CANADA.

THE HALIFAX HERALD (@ @) and the EVEN-ING Mall. Circulation 15,683, flat rate.



#### LOUISVILLE DAILY DEMOCRAT.

Louisville, Ky., 1843.

#### THE LOUISVILLE DAILY JOURNAL.

Louisville, Ky., Nov. 24, 1830.

## The Courier-Journal.

HENRY WATTERSON, Editor.
BRUCE HALDEMAN, President.

"After Mr. Prentice, of the Louisville Journal, died, Mr. W. N. Haldeman, who had long controlled the Courier, the competing paper, succeeded in consolidating the two, it being, I think, the first instance of what is generally designated as the hyphenated journal; and the Louisville Courier-Journal became, and has remained, the most important and most influential newspaper of Kentucky, or, for that matter, of the Southern States."—From the 23d Paper of Mr. Geo. P. Rowell's "Forty Years an Advertising Agent."

Mr. Rowell failed to state that the Louisville Daily Democrat was also absorbed at the time of the consolidation of The Morning Courier and The Louisville Daily Journal in 1868. The combination which brought about The Courier-Journal thus represents the three oldest papers of Louisville. The Courier-Journal has the handsomest printing establishment in the South, and its press room has a greater capacity and product than any other press room in the South or Southwest. It is an up-to-date newspaper in every respect. It uses the best modern methods constantly in extending its circulation, not relying upon past prestige nor the reputation of its editor.

Eastern Office: S. C. Beckwith Special Agency, Tribune Building, New York.

## HE WANT-A

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

#### COLORADO.

THE Denver Post, Sunday edition. Dec. 24, 1995, contained 3,638 different classified ads. a total of 754-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Wantadvertising in the Post is 5c. per line each insertion, seven words to the line.

#### CONNECTICET.

M ERIDEN, Conn.. RECORD covers field of 50.000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc. half cent a word a day.

#### DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (© ©), carries Double the number of WANT ADS of any other paper. Rate 1c. a word.

#### ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

PEORIA (III.) JOURNAL reaches over 13 000 of the prosperous people of Central Illinois. Rate, one cent per word each issue

KERLY everybody who reads the English language in, around or about Chicago, reads the DALLY NEWS," suys the Post-office Review. and that's why the DALLY NEWS is Chicago 8 "want ad" directory.

#### INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, enecent per word.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE Indianapolis News during the year 1904 printed 125,207 more classified advertisements than all other dailies of indianapolis combined, printing a total of 273,730 separate paid Want and suring that time.

THE Star League. composed of Indianapolis STAR Muncie STAR and Terre Haute STAR; general offices. Indianapolis. Rate in each one cent per word; combined rate, two cents per

DUI:ING the month of October, 1994, the Inclassified advertising. In October, 1995, it muss of classified advertising. In October, 1995, it rub-lished \$8,214 lines, a gain of \$2,344 lines. It Star want ads did not pay, the report would have been different.

#### IOWA.

THE Des Moines CAPITAL guarantee: the larg-dest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of lowa. Rate, one cent a word. By the month, SI per line. It is published six evenings a week.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One

#### MAINE.

THE EVENING EXPRESS carries more Want add than all other Portland dailies combined.

#### MARYLAND.

THE Baltimore Naws carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

#### MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DALLY ENTER-PRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

POSTON GLOBE, daily and Sunday, first ten months of 1905, printed a total of 882,906 classified add, and there were no trades, deals or discounts. Jhis was a grain of 7,076 "want" ads over the same period of 1904, and was 182,776 more than any other Boston paper carried during the first ten months of 1905.

#### MICHIGAN.

S AGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 13,500; ic. word; %c. subsequent.

#### MINNESOTA.

The Minneapolis Jouenal carried over 36 per cent more Want and during November, 1965, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1993, 57,093, 1984. 64.333; first 11 months 1965, 67,557; November, 68,868.

THE MINNKAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 100,000 subscribers, which is 39,000 odd each day over and acove any other Minneapolis oaily. Its evening edition alone has a larger circuitation in Minneapolis. by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two morning and evening issue) on the Minneapolis daily carries anywhere near the number of paid Wanted advertisements or the amount in volume.

THE ST. PAUL DISPATCH IS ALL YOU NEED In St Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily circulation of the St. Paul Disparcel for August, 1905, was 61,832. It is the only newspaper of its circulation tion in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The August want advertising shows an average daily increase of 798 lines over same month in 1904 Seven telephone trunk lines assist in receiving this classified business.

#### WISSOURI.

THE Joplin GLOBE carries more Want add than all other papers in Southwest Missouri add than all other papers in Southwest Missouri add than any other S. C. newspaper.

#### MONTANA.

THE Abaconda Standard is Montana's great "Want Ad" medium; ic. a word. Average circulation (1904), 11.359; Sunday, 13,756.

#### VERRASEA.

L INCOLN JOURNAL AND NEWS, combined cir-culation over 27,000. Cent a word.

NEW JERSET.

LIZABETH DALLY JOURNAL—Leading Ho
paper: 10 to 24 pages. Only "Want" M
num. Cent-a-word. Largest circulation.

NEWARK, N. J., FREIE ZEITUNG (Paily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word, 8 cents per month.

#### NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE Post-Express is the best afternoon Want ad-medium in Rochester.

A LBANY EVENING JOURNAL, Fastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS. Mount Vernon. N. Y. Greatest Want ad medium in Westchester County.

DUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION. of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertishas needlums, man order articles, advertis-ling novelites, printing, typewritten circuliars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and busi-ness men. Classified advertisements, 20 cents a line per issue flat: six words to a line. Sample copies, ten cents.

#### NORTH DAKOTA.

GRAND FORKS HERALD. Circ. Sept. '05, 6,515, Examination by A. A. A., June '05, Biggest Daily in N. D. La Coste & Maxwell, N. Y. Rep's.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, ic, per word. Largest circulation.

THE MANSFIELD News publishes daily more Want ads than any other 20.000 population newspaper; 29 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

#### OKLAHOMA.

THE OKLAHOMAN. Okla. City, 11.358. Publishes more Wants than any four Okla. competitors,

#### PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN! Want Ads. in THE BULLETIN bring prompt returns, because "in Phila-delphia nearly everybody reads THE BULLETIN."

Net paid daily average circulation for November: 206,949 copies per day.

(See Roll of Honor column.)

#### SOUTH CAROLINA.

#### VIRGINIA.

THE News Leader, published every afternoon except Sunday, Richmond, Va. largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion. cash in advance; no advertisement counted as less than 25 words; no display.

#### GANADA.

THE Halifax HERALD (@@) and the Mall—Nova Scotia's recognized Want ad mediums.

A PRESSE, Montreal. Largest daily circula-tion in Canada without exception. (Daily 825. Saturdays 113.892—sworn to.) Carries more want ags than any French newspaper in the world

THE DAILY TELEGRAPH, St. John, N. B., is the want ad reclium of the maritime provinces. Largest circulation and most up to-date paper of Eastern Canada. Want aus one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want
Advertisements than all other Montreal
dailies combined. The F-MILY HEBALD AND
WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg Free Press carries more "want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the Free Press carries a larger volume of general advertising than any other daily paper in the Dominion.

#### BRITISH COLUMBIA.

VICTURIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific

#### A FAMOUS PHRASE THAT HAD ITS ORIGIN IN ADVER-

The eighteen-hour trains of the Pennsylvania and New York Central between Chicago and New York have brought an immense amount of free advertising to these two roads. It is said that an agreement exists between them in regard to fast trains. The proin regard to flast trails. And par-digious rivalry worked up by the news-papers is rather humorous, if that is so. Trains of this sort never pay expenses, and are pure advertising. In pass Trains of this sort never pay expenses, and are pure advertising. In past times there has been a question as to the advertising value of limited flyers. One of them, it is recalled, gave rise to a historic remark. A Chicago-New York flyer of a former day was not only losing money for the New York Central, but had ceased even to attract a fair patronage. William H. Vander-bilt ordered it taken off, but a newspaper interviewer who had called on paper interviewer who had called on him was of the opinion that it should

be maintained.
"If people want it," retorted Van-derbilt, "why don't they use it and

"Are you working for the public or your stockholders?" asked the reporter. "The public be damned!" was the memorable answer.—Advertising, Chi-

COLONEL HIGHFLYER-What are your rates per column? Editor of "Swell Society"-For in-

sertion or suppression?-Life.



## PRESS DAY January 17, 1906

The Real Estate issue of Printers' Ink, as outlined in detail on the opposite page, will contain the following special articles:

- Real Estate Campaign in the News Pages.
- 2. Advertising High-Grade Suburbs.
- 3. Advertising Summer Homes.
- 4. Advertising Vacant Offices.
- The Value of Concentration: How
   a New York Real Estate firm
   made itself pre-eminent by not
   attempting to cover too much
   territory.
- 6. Advertising Title Insurance.
- 7. Maps in Real Estate Advertising.



## SPECIAL ISSUE OF

# Printers' Ink

For the main purpose of securing new subscribers to the Little Schoolmaster, the following special edition will be issued on JANUARY 24, 1906,

## Press Day, January 17, 1906,

TO THE

## REAL ESTATE DEALERS

IN THE UNITED STATES,

THERE are many real estate firms on the subscription books of PRINTERS' INK, and none renew their expirations with more promptness than they, None show a keener interest in the paper, as manifested by their frequent suggestions and letters of commendation. Real Estate men have been converted to advertising all over the country, and the leaders among them recognize sane publicity as the greatest means to profitably connect buyer and seller. And why should it not be so? The good newspaper in the East, West, North and South will quickly reach home-seekers or investors in every part of the country, and in many cities there are newspapers that have special display or want ad pages wholly devoted to real estate advertisements.

The real estate business is one of the most gigantic factors in the country, and its importance and growth is keeping pace with the expansion and prosperity of cities and States.

The above special issue will go to responsible real estate men in every State and Territory of the United States not now subscribers to PRINTERS' INK, making a total edition of PRINTERS' INK for that date of not less than 49,000 Copies at the regular rates quoted below.

A DVERTISEMENT'S are solicited for this issue from first-class dally and other publications all over the country. This edition is the most effective and low-priced investment for good papers that the Little Schoolman has perhaps ever offered. Dally papers that have already an established real estate patronage, and those which want to secure it, cannot afford to overlook the advantages of this special edition.

A DWRITERS, makers of novelties and office supplies, printers, engravers, half-tone makers, and all others who have a proposition which interests real estatemen, can use this edition to bring their announcement before an audience at once responsive and responsible. It is a real business opportunity.

## Press Day, January 17, 1906.

A DVERTISING RATES—20 cents a line; \$3 one inch; \$10 quarter page; \$20 half page; \$40 whole page. For advertisements in specified position, if granted, double the above quoted price is charged.

Five per cent discount may be deducted if check is sent with order and copy.

To secure space in this issue, address at once, with order and copy.

CHARLES J. ZINGG Business Manager, 10 Spruce Street, New York.

Reck 33

# Are You One of Them?

I should like to hear from twenty or twenty-five publishers who are able and willing to spend a little over two thousand dollars a year for systematic, well-directed publicity during the year 1906. The expenditure will have to be paid in weekly installments, and an outline of the plan will be submitted to approved parties.

Applications are only desired from publishers who are in the habit of furnishing Rowell's American Newspaper Directory annual circulation statements, which secure them a circulation rating in Arabic figures in the editions of that work.

If interested, address,

CHAS. J. ZINGG, Manager,

PRINTERS' INK PUBLISHING Co., 10 Spruce St., New York City.

January 3, 1906.

# THE DATE

Circulation statements covering the year 1905, will be in time to have attention in Rowell's American Newspaper Directory for 1906—thirty-eighth year of publication—if they are received on, or before,

# FEBRUARY 15

Orders and copy for display advertisements, and Publishers' Announcements should come to hand within the same time limit to insure proper attention, the submitting of proofs and the making of desired corrections.

Address

CHAS. J. ZINGG, Manager,

PRINTERS' INK PUBLISHING COMPANY,

Publishers and Proprietors

Rowell's American Newspaper Directory,
10 Spruce St., New York.

## THE 1906

Punters In

#### STATEMENT OF CIRCULATION OF

Publishers of American Newspaper Directory, 10 Spru Street, 1 Sirs :- The actual number of complete and perfect copies of this paper printed each issue or one ye

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The grand total when divided by . . 5.2 ... which is the actual number of issues during the year, should average This is a correct report for one year, ending with ALA. A.14 1905., and is made in good faith for the surpose o accurate and exact circulation rating in the next issue of that publication.

The above is a reduced photogravure of a circulation statement for a weekly publication, such Directory. It is properly filled out, dated and signed. The average issue arrived at and stred in figures in Rowell's American Newspaper Directory for 1906, now being revised. Every week y public to their own true and accurate figures, provided the publisher prepares and sends in a statement simil each day (Sunday issues in a separate statement), while a monthly will have to fill in the mond by columns. way arrive at and put down the average issue.

Can anything be simpler? Is there a publisher living who isn't intelligent enough to 'ow how lisher to a rating in Arabic figures in the 1906 issue of the Directory, and costs nothing except the time. costs nothing whatever it is of considerable value to a publisher who is willing that the truth cout his think that he prepared and sent in such a statement as is necessary, and will assert that he neerthele lisher who took pains to register the letter that contained the statement ever had occasion to register with the Directory, should be addressed to

CHARLES J.

Printers' Ink Publishing Company, Proprietors and Publishers Rowell's Note.-Circulation statements, covering the year 1905, will be too late to have attention in the

# REVISION.

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..... Publisher.

publication, such as is certain to be satisfactory to the editor of Rowell's American Newspaper and stiled in the above document entitles the paper furnishing the affidavit to a rating in Arabic y weeky publication in the United States and Canada will be accorded a figure rating according statem at similar to the one shown above. A daily paper will have to put down the figures for e monthly columns only. Then, to ascertain the total, divide by the number of issues and in that

gh to bow how to make out such a statement? A statement like the one shown entitles a pub-gexcept the time to make it and the postage necessary to forward it. Although the figure rating truth bout his actual issues shall be known. It occasionally happens that a publisher claims to at he nyertheless failed to receive the figure rating when the Directory came to hand. No pub-ion to egister any such complaint. All communications on this subject, or any other connected

## ZINGG, Manager,

Rowell's American Newspaper Directory, 10 Spruce St., New York. attention in the Directory for 1906 (38th year), unless received on or before February 15.

Qued

#### PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

#### THE PRINTERS' INK PUBLISHING COMPANY. Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars months in advance. On receipt of five dollars four paid subscriptions, sent in a tone time, will be put down for one year each and a larger number at the same rate. Five cenia a copy. Three type plates it is always possible to supply baccommers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES .

Advertisements 30 cents a line, pearl measure. Is lines to the inch 430:: 200 lines to the page: 450. For specified position selected by the advertisers. If granted, double price is demanded of time contents the last copy is repeated in advance of day of publication. Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for provide.

Two lines smallest advertisement taken. Six Two lines smallest advertisement taken. Six per contract of the day of the lines are the second paid for the second paid for

serted free.
All advertisements must be handed in one
week in advance.
Advertisers to the amount of \$10 are entitled
to afree subscription for one year, if demanded.

CHARLES J. ZINGG. Editor and Manager.

OFFICES: NO. 10 SPRUCE ST. London Agent, F.W. Sears, 53-52 Ludgate Hill.EC

#### NEW YORK, JAN. 3, 1006.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

Donaldson Lithograph Company of Newport, Ky., writes the Little Schoolmaster that it has been using the Billboard, published weekly in Cincinnati for eleven consecutive years with better results than any other publication of its class did produce.

of ideas for special issues can ers' sundries, 84 Adams street, often make a killing with a num- Chicago. ber devoted to an industry. Re- retail booksellers, announcing new cently the New York Globe issued things and suggesting advertising a special edition devoted to pianos, and window ideas, it is intended to piano-building and piano-players, keep the house in touch with its carrying nearly eight pages of spe- trade in the absence of a force of cial advertising in this trade.

THE Merchants' Loan & Trust Company of Chicago, the oldest bank in that city, established in 1857, has created an advertising department, and Mr. Charles H. Ravell, of the Chicago Record-Herald, has been appointed the advertising manager and will assume his duties January 1, 1906.

THE name of the J. E. Van Doren Special Agency, publishers' repre-sentatives, Temple Court, New York City, has been changed to Hand, Knox & Cone Co. This does not, however, indicate any change whatever in the ownership or control of the company, which still remains exactly as it has been for something over six years.

#### PRESBREY AGENCY CELEBRATES.

The forces of the Presbrey Agency, New York, gathered at a Christmas dinner at Martin's December 19, and H. H. Porter, as Santa Claus, distributed gifts from a large Christmas tree. This is a large Christmas tree. This is the fifth dinner of the kind that the agency employees have held. After coffee the floor was cleared for dancing.

#### TO GET THE NEWS.

Pacific Coast Advertising, Los Angeles, has devised a method for getting advertising news might be adopted by other trade publications. Every month folder is sent to publishers, advertising managers, etc., containing a list of questions regarding changes in business, new publications, new advertising campaigns, new schemes, gossip, etc., and the recipient is requested to send in news along the lines suggested.

#### A BOOK ORGAN.

The Book Crier is a new business periodical issued by the Reilly & Britton Co., publishers of nov-NEWSPAPER publishers in search elty books and dealers in station-As a regular visitor to traveling salesmen,

#### DETROIT TO HAVE AN ADVERTISING CLUB.

of an advertising club in Detroit were recently taken by the following representative advertising men issue. of that city:

A. M. Woodward, Acme White Lead Works; James W. T. Knox, Frederick K. Stearns; Jacob A. Pfeifer, Partridge & Blackwell; D. J. McDonald, J. Sparling & Co.; Scott Hughes, J. L. Hudson Co.; O. J. Mullord, J. K. Rewald, J. L. Sanderson, Detroit Proce Press; C. S. Davis, Detroit Times: H. L. Walker, Walker & Co.; A. L. Melvin, The Melvin Co.; E. H. Beach, Business Man's Magazine,

#### CAUGHT ONE SWINDLER.

The Ladies' Home Journal recently published large display ads But evidently he forgot.

THE Montgomery, Ala., Advertiser's Christmas issue contained Steps toward the organization vertising—8,913 inches—was the greatest that has ever been carried by any Alabama paper in a single issue. This is a gain of 18 per cent over the advertising in the Christmas number of one year ago, and is a feather in the cap of Victor H. Hanson, the manager of the advertising department,

#### THE MONTHLY SUMMARIES

Publishers of monthly weekly magazines have shown a rather spirited interest in the monthly summaries of advertising which the Little Schoolmaster published during the year 1905. This interest was manifested by correspondence and personal calls during the last days of the past year. Mr. Frank C. Hoyt, ad-vertising manager of the Outlook, in leading newspapers asking the 287 Fourth avenue, New York, aspublic to catch swindlers who are serts that these summaries have securing money as bogus sub- materially benefited all those pubscription agents. The announce-lications mentioned therein, and ment resulted in the capture of his warm personal endorsement one of these fakirs in New York, had some weight in deciding to and a six months' sentence fol- continue this feature of PRINTERS' lowed his conviction. This crim- INK during 1906. It is also coninal is an old offender. Several templated to tabulate the twelve years ago, it is said, he was caught monthly summaries of 1906 as and convicted by the Curtis Pub- one total yearly summary and emlishing Co., and stated that he in- body it as an appendix to the 1906 tended to take up the work hon- issue of Rowell's American Newsestly when his term was served. paper Directory. Would it be a good idea?

The Printers' Ink Publishing Co... 10 Spruce St., New York, N. Y.:

I have consulted all of the newspaper directories published, and in my judgment Rowell's Directory is far and away the best.

R. E. SPROULE.

Trade Building, 77 N. Washington St., Boston. December 19, 1905.

THE October issue of The Methodists, A. E. Dunn's little periodical devoted to advertisers in the list of Methodist papers of this same name, is wholly given up to articles on educational subjects, with the view to interesting schools and colleges in the use of the religious press. The Methodists is published at 57 Washington street, Chicago, and 150 Fifth avenue. New York.

THE St. Joseph, Mo., News-Press, after an examination of some of the leading papers of the country, reaches the conclusion that there is more reading matter contained in it, in comparison with the amount of advertising carried, than in any other paper. This does not signify that its advertisers are few, however. In the issue of Friday, December 15th, there were 116.3 columns of advertisements and 107.7 columns of reading matter.

#### A HISTORICAL APPEAL.

"Interesting Bits of History" is a small booklet from the Brooklyn Bank, Brooklyn, in which this oldest bank of discount and deposit in that borough intermingles New Orleans. financial arguments with scraps of historical information and old pic- OF VALUE tures. The oldest house in Brooklyn is shown, with views of Fulton street one hundred years ago and some of the Revolutionary battlefields. Statistics of the borough's growth are also given, and the whole makes an attractive souvenir. This is the first booklet in a series dealing with the subject.

AN INVALUABLE AID.
821 East Main St.,
RICHMOND, VA., Dec. 24, 1905.
Editor of PRINTERS' INK:

We find Rowell's Newspaper Directory for 1905 an invaluable aid to every one having anything to do with newspapers, especially as regards advertising. We recommend it for the use of our clients who desire to see for themselves what service we are giving them. With best wishes for your continued success, we are,

Yours very truly,
THE MAC JONES Co.,
J. L. Brooks, Sec. and Treas.

#### ENTICING.

To advertise their boys' books, the Lothrop, Lee & Shepard Co., Boston, have adopted a method that might be profitably extended to other fiction. In a neat holiday brochure the first chapter or two from Christmas leaders in juvenile fiction were printed in full, giving enough of the plot so that any boy by getting hold of the booklet would want to read the rest of the dozen or more stories thus partially set before him.

MR, A. B. CHIVERS, advertising manager New Orleans Item, is authority for the statement that the first double-page advertisement ever printed by newspapers in New Orleans appeared in the Item of November 12th. Following that, on December 10th, they printed a double-page advertisement in colors, which was the first time such a feat was ever attempted in New Orleans, and following that, in the issue of December 17th, the first and, up to this date, the only New Orleans paper ever to put out an issue containing two whole page The Item advertisements. breaking all advertising records in

## OF VALUE TO ADVERTISING AGENTS.

228 Mercantile Place, Los Angeles, Cal., Dec. 19, 1905. Editor of Printers' Ink:

Our company was established in 1895, something over ten years ago, during which time we have been constantly referring to the pages of Rowell's American Newspaper Directory for reliable information concerning the publications of this country. It is not alone valuable to the newspapers, magazines and other publications that are not afraid to have their circulation stated, but is also of inestimable value to the advertising agents of this country, and all those who are interested in a broad way in the advertising field. Every American general advertiser

Every American general advertiser should possess a copy of your Directory, and equally important is it that the advertiser in foreign countries who is desirous of using American publications should first of all gain a proper introduction to them through your book.

Yours very truly,

CURTIS-NEWHALL Co. Per W. D. Curtis, Pres.

THE BUTTERICK TRIO announces the addition to its staff of repre-sentatives of Mr. W. A. Patterson, who retires from the firm of Kimball & Patterson, special agents, Temple Court, New York, to accept this position. Mr. Patterson's experience during the past few years as a member of a growing firm, well and favor-ably known to advertisers and agents throughout the country as representatives of religious publi- ROWELL'S "FORTY YEARS." cations exclusively, well fits him for the work which he will be field of The Butterick Trio,

#### INDICATES DIFFERENT KINDS OF PRINTING.

from the Prairie Estimates Press, 180 Monroe street, Chicago, The blank is copyrighted.

#### WIDOWS NEVER OBJECT.

The Pennsylvania Mutual Life Insurance Co. of Philadelphia is putting out some rather clever ads in religious newspapers. Large upper and lower case type, without display. One of these ads reads as follows:

"Wives sometimes object to life insurance. Widows never do. They know its value. Get particulars free. No importunity."

The "Forty Years" papers, by called upon to do in the broad George P. Rowell, containing the veteran advertiser's personal reminiscences, which have been appearing serially in PRINTERS' INK, are to be issued shortly in book form. The papers contain so many references to famous people whom Mr. Rowell has encountered in his long and active business life that are furnished on a special blank it has been found essential to preindicating not only paper and other pare a careful index, which will materials to be used, but prices add greatly to the value of the for the completion of the work book as a work of historical refin three grades of presswork and erence. The business of news-four grades of composition. The paper advertising, naturally, is one The business of newsfour grades of composition. The paper advertising, naturally, is one former are divided into fast-run- of the principal themes, for Mr. ning work, which is cheapest, Rowell's whole business life, prac"first-class work" with even color tically, has been passed at the head and close register, and "perfect of one of the largest agencies in presswork," which is undertaken that line in the world. What he only when illustrations furnished has not seen and encountered in are of the best quality. The four that connection would hardly be appreciated that the connection would hardly be the connection of the composition indigrades of type composition indi- worth telling. Mr. Rowell covers cate different degrees of care in the historical field very thoroughly, selection of letter and spacing. —From the Brooklyn Eagle of December 23, 1905.

We fail to see how there could be but one opinion concerning Rowell's Directory. simple fact that it can be depended upon-a fact proven to the entire satisfaction of advertisersplaces it distinctively in a class by itself. may be other directories, but Rowell's appeals to us as leading all others,

## ST. LOUIS BUTTON CO., MANUFACTURERS.

413-415 Lucas Avenue, St. Louis, Mo.

December 19, 1905.

communion sets, and other things circulation was nearly 700,000 used in the celebration of divine copies. Probably to-day, with its worship are advertised, and there greater circulation and an in-is no reason why they should not creased confidence in advertising, be, but the limit seems to have it might not be profitable to make been reached in a recent adver- such an offer. There would be

#### INOUIRIES TEN YEARS AFTER.

In the issue of the Ladies' Home Journal for June, 1895, the Bissell Carpet Sweeper Co., Grand Rapids, Mich., made an unusual offer. To every June bride of that year, who was also a subscriber to the



June Brides! We want you to start life right, and to every must be start life right, and to every subscriber to will send us an invitation to her wedding we will send entirely free of world, a genuine "Blassell" with plated trimmings—and more tisan this, when this one wears out (in the top our analyterary, and we will send you another at the same price.

HOW ABOUT THOSE WHO CAN'T OR WON'T?

Well We're sorry, girls, but you will have to pay the full price, as thousand you do buy, be sure and get the "BISSELL" utile, by first looking for the name "BISSELL" \$55 For An Idea—See April issue of this maga-sine. Ask your dealer, or write to us for an easy way to secure our New York Draft for \$25.00 in cash.

Bissell Carpet Sweeper Co., Grand Rapids, Mich. THE LARGEST SWEEPER MAKERS IN THE WORLD This offer expires June 30th, 1905.

wedding, a Bissell carpet sweeper warded in response to the four-was offered absolutely free of year-old advertisement was immecost. Moreover, the company diately made good to her by the offered, when its complimentary publishers. In another instance, a machine wore out, in about ten man was attracted by an advertiseyears, to send another to every ment, several years old, of a tailbride who received one if she oring firm that offered spring would mail an invitation to her tin clothes. He wanted a winter overwedding. No information is at coat, and sent the price of one af-hand as to the number of ma- ter the advertiser had mailed him chines given away in 1895 in ac- a current catalogue. While the cordance with this offer, but it was overcoat was being made up, the probably large. But since June of advertiser failed and the customthe past year the company has re- er's overcoat and money both were ceived invitations to sixteen tin tied up so tightly in bankruptcy weddings of the brides of ten years proceedings that he would probago who profited by its liberality, ably have frozen to death before and has sent out that number of any adjustment could have been free machines to date. This re- made, if one was ever made at sult from a thirty-two-line single all. In this case, too, the pub-column ten years after publilishers refunded the amount sent cation, speaks well for the pulling to their advertiser without ques-power of the Ladies' Home Jour-tion,

CHURCH furniture, hymn-books, nal, At that period the monthly which announces: "Baptismal Carpet Sweeper Co. appears to be pants, only \$12 a pair." proposal. In addition to the endorsement of advertising embodied in these inquiries, the outcome of the ad. seems to be a pretty satisfactory endorsement of the insti-

tution of marriage.

There is no reasonable limit to the life of an advertisement in a good magazine, Inquiries from offers two and three years old are quite common. Some time ago a reader of the Ladies' Home Journal ordered from an advertisement four years old a pair of special shoes that were described. house that advertised originally had undergone some changes, a partner who was responsible for its advertising policy having sold his interest. The remaining partner had no shoes of the kind advertised, but went out and purchased a pair of stock shoes which seemed to be near the original article. These, however, did not satisfy the reader who had sent her money, and when she complained Ladies' Home Journal, sending to the Curtis Publishing Co. about the company an invitation to her the substitution, the amount for-

#### AGENTS MUST NOT DIVVY.

The Kansas City Star, beginning with January 1, insists that all agents sending it business must charge gross rates, and announces that the business of any agent who splits commissions will be On its part, the Star promises that in no case shall the commission be paid to an advertiser who places direct,

#### LONDON ADVERTISING IOURNALS MERGED.

Advertising News, the London equivalent of PRINTERS' INK, has absorbed Bill-Posting and Outdoor Publicity, a contemporary whose mission was indicated by its name, and will now give atand was the founder of the Ad-Protective means that have ever been tried.

JOHN MANNING, once doing a fine business in New York as an advertising agent, controlling the patronage of Tiffany & Co. and numerous houses of the highest class, but who has long been absent from the scenes of his former labors, is still living, at the age of 83, being an inmate of the Soldiers' Home at Marion, Indiana. He writes the advertisements for several Marion stores and his work is said to merit and to receive much commendation.

#### SOMETHING NEEDED.

Frank Presbrey has prepared for the Encyclopedia Americana, published by Munn & Co., an entirely new article on advertising, embodying information that is fuller and fresher than is to be tention to outdoor advertising fuller and fresher than is to be methods. The journal has been found in any article of its kind considerably enlarged, and may in reference books. Articles on take another name shortly, Prog- advertising in encyclopedias usuressive Advertising. Its offices ally give statistics anywhere from have been removed to 120 Chantwenty to thirty years old, while cery Lane, W. C., and O. A. their attitude toward advertising Minns becomes editor, succeeding is that of the Encyclopedia Brit-E. S. Day, who relinquishes his annica, which has an article that control. Mr. Day has been iden-must be a half-century old. Mr. tified with movements to ascer- Preservey has divided the subject tain the circulations of British into four parts, one briefly outnewspapers and advertising media, lining the history of advertising, the Ad- another dealing with its recent Society, development, a third with adverwhich, it is said, has come more tising mediums of to-day and the nearly bringing about circulation fourth with the functions and serreform over there than any other vices of the modern advertising agency.

We have not been without a copy of Rowell's American Newspaper Directory for the past ten years. It is practically invaluable as a reference book.

CONNOR, FENDLER & CO..

56 Beekman St., New York City.

December 18, 1905.

THE Toledo Press, the new daily established in that city by is to collect the news, interpret it, Hiram P. Crouse, late of the and tell the truth and be honest.—

Times, has made its appearance. Peoria, Ill., Herald-Transcript. The business department is in charge of Robert Booth,

#### A PARISIAN ADVERTISING IOURNAL.

La Publicite Moderne is the title of a new advertising journal which hails from Paris, where its publication offices are found at 32 Rue de la Victoire. A. Rousselle is editor and publisher, and issues the journal in connection with his agency. The initial number has don, England, is sending out to several good articles on the general phases of advertising, some of which are translated from American journals, and attention is also given to advertising illustrations and post cards.

#### ST. LOUIS ADVERTISING LEAGUE.

At the annual business meeting of the St. Louis Advertising Men's League, held recently in that city, the following officers were elected to serve during 1006:

to serve during 1906:

W. N. Aubuchon, President; A. S. Pyke, 18t Vice-President; I. H. Sawyer, 2d Vice-President; Robt. E. Lee, 3d Vice-President; Byron W. Orr, Secretary-Treasurer
Entertainment Committee—Gene P. Foute, Humpfrey Advertising Co.; John H. Phillips, Langan & Phillips; Harry C. Wood, Roberts. Johnson & Rand Shoe Co.
Committee for Securing New Members—H. E. Lesan, Lesan Advertising Co.; C. L. Grigg, Ely & Walker Dry Goods Co.; S. W. Bolles, Woodward & Tiernan Printing Co. Membership Committee — Frank L. Osborne, Peters Shoe Co.; Alex. McDonald, Bollman Bros. Piano Co.; W. F. Dougherty, O. W. Bradley Paper Co. O. W. Bradley Paper Co.

This organization now holds a weekly informal meeting at a noonday luncheon in the Hotel Jefferson every Tuesday. This lunch is a 60-cent affair, and does much to promote intercourse between members. Among those who have joined the league the past few weeks are:

PAST ARW WCEKS AIC:

V. L. Price. National Candy Co.; Fred M. Switzer, Switzer Yellow Jacket Candy Co.; H. P. Didrickson, Wesco Supply Co.; Harry A. Wishart, Judge & Dolph; D. Elmer Thaxton, Woodward & Tieman Printing Co.; Samuel Pingree, Taylor Commission Co.; O. R. Tasche, Mesritz Tailoring Co.; Hugh K. Wagner, Attorney Advertising Copyrights; Edward Hooker, publisher; Frank R. Atwood, Inland Type Foundry, P. H. Litchfield, editor Modern Mirror. field, editor Modern Mirror.

THE function of the newspaper

An old gentleman used a want ad to get a wife and then paid her \$50,000 to get rid of her. The lady will testify that want ads bring results .- The Sporting Mirror.

#### NEW MUSTARD ARGU-MENTS.

The S. H. Benson Agency, Lonnewspapers in Great Britain a new series of advertisements for Colman's Mustard, in which the digestive properties of this condiment are set forth, as well as the quality of Colman's, and many recipes for its use with meats, sauces, salads, and even desserts, are given. A little description of the condiment is part of the series:

The original use of mustard was a medicine The original use of mustard was a medicine and not as a condiment. In the former capacity is was known as long ago as 480 B. C. while the Roman conquerors of Britain used it for stiffened joints and as a cure for venomous bites. The footbath of mustard and water of our grandparents was a sovereign remedy for colds, the virtues of which are just as great today, and proven such in many families where old-fashioned remedies keep away modern ills. Even as a condiment, mustard owes much of its popularity to its medicinal properties in stimulating the flow of the digestive secretions, stimulating the flow of the digestive secretions, and thus promoting the digestion and assimilation of the food eaten. Among the many useful purposes to which mustard can be applied one of the most economical is that of use in the bath. The addition of some mustard to the water in the bath-tub makes a bath so exhilarating and refreshing as to be inconceivable to those who have not tried it. It may be used according to taste but a rublespoorful of dry mustard stirred. taste, but a tablespoonful of dry mustard stirred into a bath containing 30 to 35 gallons of water will in general be found a suitable proportion. To the tired sportsman after a hard day's run; to the golfer after a day on the links; to the candidate "played out" with motoring, speech-making, and being heckled; to any one who has had "a day of it" and to whom a refreshing bath appeals, the addition of those few spoon-fuls of mustard will make all the difference. It should also be known that mustard with warm water is a valuable emetic in case of poisoning from arsenic, or where the stomach is required to be emptied before the arrival of the doctor. This popular condiment is kept in occor. In spopular condiment is kept in practically every home, and is immediately available for such an emergency. For sudden attacks of rheumatism, pains in the joints, etc., a liuiment made of sustard and water will often prove an effective temporary remedy. The value of a mustard poultic for coughs and sore throats was well known to our grandmothers, and the remedy is still used successfully in many households.

DURING October the Pittsburg Gazette printed 71,736 lines of classified advertising, leading all the morning papers of that city, according to its own tabulations,

## THE CANADIAN DRUG SYN-

A 6,000,000 COMPANY THAT, AC-CORDING TO THE LONDON (ON-TARIO) "ADVERTISER" WILL SOON ENTER THE ADVERTISING FIELD,

Some time ago Printers' INK foreshadowed the formation of a drug syndicate in Canada. Consul Culver, of London, Ontario, now reports that a charter has at length been granted by the Dominion government under which 21 wholesale drug houses in Can-The company ada are merged. will be known as the National Drug and Chemical Company of Canada. It has a capital of \$6,-000,000, and it is said that options or offers to join the combination have been received from every wholesale drug house in the Do-Commenting on minion. merger the London (Ontario) Advertiser says:

"The full meaning of the merger will be apparent only in the course of time, for it has under contemplation some schemes that will make the people sit up and take notice. Being the largest drug company in existence, it will be able to invade the European markets with a degree of success, and at home it will have everything in the drug business in its own hands. Briefly, wholesale depots will be established in

every city in Canada, price-cutting will be stopped, illegitimate competition will be stopped, great factories for the manufacture of the chemicals which are now imported will be built, the best quality in everything will be assured, and there will be no advance in prices. The combine hopes to make money by saving in the expense items, by larger buying and by a better distributing system. It is a move that will affect the drug business of Canada to the very foundation, and if what the promoters of the combine promise turns out to be true, conditions will be much improved for everyone concerned. At the present time about 90 per cent of the chemicals used in Canada are imported, principally from the United States, and often risks as to quality are run. Now, the buying, when it has to be done, will be in much larger quantities than any of the American provess can afford and consequently. quantities than any of the American houses can afford and consequently will be cheaper. Whenever possible the National concern will manufacture

will be cheaper. Whenever possible the National concern will manufacture its own chemicals, and it intends to have its label guarantee the finest quality in everything. A big advertising campaign to acquaint the public with the wisdom of buying National goods will be instituted.

"On the retail trade the combine will have an influence that has been needed for some time. Having a monopoly, it can sell to whom it pleases, and it can cut off any price-cutting houses and practically force them to go out of business. Illegitimate competition will be stopped. When there is enough business for only two druggists in a town no one will be permitted to start up business, and thus hurt the druggists already established. The cut-price patent medicine sales will be prevented. There will be no increase in prices generally, the object of all this being the betterment of conditions in the retail drug trade. It is intended to start an extensive line of patent medicines prepared by the best chemists of Canada, and considerable advertising will be done. and considerable advertising will be

The Printers' Ink Publishing Co., New York City, N. Y.:

We have found the 1905 edition of Rowell's American Newspaper Directory very useful in making up our advertising lists.

Very respectfully, YONKERMAN CONSUMPTION CURE CO., Kalamazoo, Mich., U.S. A.

December 18, 1905.

Cal., assert that the circulation claims of the Raven, a monthly publication, are fraudulent.

## A FLAT RAIL "RECORD." RATE FOR THE

Beginning with February 1st, the Philadelphia Record will put into effect a flat rate, abolishing all time and space discounts. The rate is to be 25 cents per agate line. The Record has also increased its commission to advertising agents from 10 per cent to 15 per cent. It is very generally recognized that the advertising agency of today, with the expense it is under for good copy, cuts and a maximum of good service, cannot profitably do business on less than 15 per cent, and the Record has recognized this.

The paper will continue to give 2 per cent cash discount on bill paid within fifteen days.

The Record's new rate card is simple:

Run of paper	25c. per line
Specified news page	28c. per line
Next to reading	3oc. per line
Following and next to reading.	35c. per line
Agate readers marked "Adv.".	\$1.00 per line

#### LAW TO MAKE NEWSPAPER SECRETS PRIVILEGED.

A dispatch to the New York Herald, from Webster City, Ia., states that at the coming session of the State legislature a bill will be introduced, having for its object the protection of reporters, who, under the present law, may obtains information of a business be forced to divulge information of a private nature, acquired in Now, no legitimate newspaper the discharge of their duties. The wishes to harm an honest business proposed law extends to members proposition, and the reporter is freof the press the same privilege quently asked to hold the news for that lawyers, doctors and priests a day or so until the information enjoy, namely, the right to decline is ready to be released. As I to testify in court concerning in- have said, the legitimate business formation imparted to them under interests and much news is kept the seal of secrecy. It is gener- secret, sometimes weeks or months ally recognized by all who are in before it is published. Information a position to give news to the of this character ought to be con-press," says the *Herald*, "that a sidered a professional secret. I reporter is often made a confidant think that such a law as I proby many, and that he receives in-formation which cannot be printed would certainly be satisfactory to and which members of the press those who are daily giving infor-regard as sacred." Senator Jack- mation to the press,"

Advices received from San Jose, son, of Sioux City, who drafted the bill in question, thus explains the object of the proposed law:

> "In these days," says the Senator. "the reporter plays an important part in the world, and in the course of his duties naturally runs across many things he cannot print. For instance, if a man has any information to give to the press, it is common for him to state previous events, so as to give the reporter a knowledge of the matter. Now, some of this matter may not be fit to print, or is may not be advisable to print it, and often the reporter gives his word not to publish certain portions of the story, and it would work a hardship on other persons who would be brought into the limelight in a discussion of the Such confidences, I real issue. believe, ought to be considered as sacred, and my experience has been that newspaper men usually so consider it. It is as much a professional secret as that of a doctor, and, as I view it, the newspaper man ought not to be forced to divulge it on the witness stand.

> "Then, again, a reporter in the search for news may accidentally run across information which he is not in a position to publish, or on which he has not sufficient proof to permit of publication. A reporter naturally picks up much information in this way, the greater part of which is held

sacred by him.

"In other instances a reporter deal which is supposed to be secret.

THE SPECIALIZED PRESS.

ATLANTA, GA., Dec. 23, 1905. Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

I have a copy of your circular letter to the trade press dated Dec. 14th.

I desire to express the opinion that, if you deem it within your province (and it is certainly within your province if in anyone's), to pay more attention to the trade press; this should not be attempted by PRINTERS' INK, but a separate publication should be but a separate publication should be established for the purpose. Between the regular daily papers and the trade papers there is practically no affinity.

Very truly yours,

E. C. LAIRD, Editor and Mgr.

Established 1884.

Hardware and Metal, The Canadian Grocer, The Dry Goods Review, Grocer, The Dry Goods Review, Bookseller and Stationer, Printer and Publisher, The Military Ga-zette, Canadian Machinery and Manufacturing News.

10 Front St., East,
Toronto, Dec. 18, 1905.
Editor of Printers' Ink:

I have your circular letter of Dec. 14th with reference to your suggestion to make the fourth issue of PRINTERS' INK each month a special issue devoted to the trade press, and I am prepared to support and co-operate with you if it is possible to make the issue of real value to my advertisers and probable advertisers

Faithfully yours, J. B. Maclean, Pres.

MILWAUKEE, WIS., Dec. 22, 1905. Editor of PRINTERS' INK:

Replying to your circular inder date of Dec. 14, we have only to say that Brother Hill, of New York, expressed to you the exact situation of the trade press and put forth the argument to a much better advantage than we could do ourselves, so there is no use of our entering into detail.

Very truly yours, PACKAGES PUBLISHING Co., M. C. Moore, Mgr. Electrical World and Engineer. Street Railway Journal. American Electrician. The Engineering Record.

Publication Offices, 114 Liberry Street.

New York, December 18, 1905.

Editor of PRINTERS' INK:

I have read with much interest your circular under date of December 14 to the publishers of the trade press. I believe that the lishers of the trade press. leading trade press publishers would be interleading trade press publishers would be interested in supporting a paper devoted to their interests. No such paper exists at the present time. PREVERS INK has been very successful as a medium devoted to the general advertisers, but, so far as I know, has given but little attention to trade or specialized journalism. It may be that the publishers of these journals are themselves to blame for this state of affairs. They probably are. We see to blame for a good many things in that this state of affairs. They probably are. We are to blame for a good many things, in that we are doing now work which might have been done five years ago. The McGraw Publishing Company is in harmony with your programme for making a recognized medium for our class journals. Whether this can be done as you suggest through the medium of PRINTERS' INK, once a month, I do not know, but that would certainly be a step in the right direction. Without giving the subject much consideration, my opinion is that a separate publication once a month the subject much consideration, my opinion is that a separate publication once a month would be preferable. Without reference to whether you use Printres' Ink for this purpose, or start a new publication, this company will back you to the best of its ability, providing you are able to produce such a publication as will be read by our advertisers. The great bulk of our advertisers are busy men, and they are inclined to have their reading done by proxy. This is one of the difficulties you will encounter. The subject of publicity is becoming recognized more and more by manufacturers of dynamos, motors, steam engines, etc., as dynamos, motors, steam engines, etc., as worthy of their careful personal attention, and a publication such as you suggest, and edited in such a way as to set the manufacturers thinking of the advantages of publicity of their particular business, would be very helpful to both advertiser and trade publisher.

Yours truly.

McGraw Publishing Co., James H. McGraw, President.

## THE BEST.

Printers' Ink Publishing Co., New York City.

GENTLEMEN:-We regard Rowell's American Newspaper Directory as the best published. Enough said.

Yours very truly,

THE HAYNER DISTILLING CO..

T. W. CROSBY.

Manager Advertising Department, Dayton, Ohio.

December 18, 1905.

NEW YORK, Dec. 14, 1905. Editor of PRINTERS' INK:

Replying to your circular of even our opinion is that a separate date, our monthly specialized press would be preferable. Our opinion is based upon the belief that such a separate publication would reach a different class of readers from that of PRINTERS' INK, although in that of PRINTERS' INK, although in many cases there would be duplications. While there is much of interest in PRINTERS' INK for advertisers and publishers in the specialized field, there is a much larger proportion of matter which is not of direct interest. Such matter as appears in PRINTERS' INK which would be of interest to the specialized field in a general way might be republished in the monthly publicabe republished in the monthly publica-

The specialized publication would be The specialized publication would be of interest to the advertising managers and publishers in the specialized field in all of its contents and it would, therefore, be a much stronger proposition than if buried more or less in a mass of matter not of direct interest. From your view-point it seems to us that the special publication would be preferable because you could reach all of the additional readers in this field without unnecessary waste of printing charges caused by additional forms which would to some extent be waste. We believe that there is a good opening for a specialized publication, especially under such management as

opening for a specialized publication, especially under such management as you would give it. The reading matter and advertising in specialized publications is entirely different from that of the dailies and requires special study and treatment. As Mr. Harris has said "it is one of the strongest links in the chain of distribution," and it is developing so rapidly among the legitimate publications that it needs the guidance of the Big School Master to keep it in the proper path.

With best wishes, we are,
Yours very truly,
THE NATIONAL PROVISIONER.

THE NATIONAL PROVISIONER.

EASTON, Pa., Dec. 14, 1905.

Editor of PRINTERS' INK: I have your circular of December 14th. I have had little or no experience in the subject and am not in a position to make any suggestions or to

express an opinion.

Very truly yours,

CHARLES MCINTIRE, Editor Bulletin of the American Academy of Medicine.

Builder," "Glass and Pottery World." "NATIONAL "INLAND

CHICAGO, Dec., 15, 1905. Editor of PRINTERS' INK:

Regarding your circular asking for expression of opinion as to the advisability of devoting one issue per month of PRINTERS' INK to trade paper proposition, we believe that a much more satisfactory arrangement would be to start a new and wholly separate month-

ly publication.

While there are many good articles in the ordinary issues of PRINTERS' INK, advertisers who patronize techni-

cal publications would be apt to get more information out of a monthly pa-

per devoted to nothing else.
Arguments regarding advertising in technical and daily press are so radically different that they should be treated entirely separate.

We think a publication of that kind would prove of interest, and could be a medium for advertising the technical papers.

As to just what support a publication would get among the trade papers is a hard proposition. We would be glad to do our end toward anything that looked feasible for our interests.

Yours very truly, PORTER, TAYLOR & Co.

"FIBRE AND FABRIC,"
A Record of Progress in American
Textile Industries. 146 Franklin Street,

Boston, Dec. 15, 1905. Editor of PRINTERS' INK:

We have read with much interest your circular dated December 14. In your circular dated December 14. In a general way we wish to express our sympathy with the movement which you suggest. Much will depend upon the syngest. Much will depend upon the manner in which your idea is worked out. Our position is that we never sell papers enough and never carry advertising enough. In other words, there are always people who ought to be our subscribers who are not, and always firms which ought to be our advertising patrons and are not.

As regards new subscribers, we do not see how you can aid us. not see how you can aid us. Your assistance, if any, must apparently be in the way of interesting advertisers in us, who are not now on our books.

To accomplish this, it will be necessary for you to reach, with PRINTERS'

Sary for you to reach, with Printers Ink, every manufacturer of textile machinery or mechanisms and general mill supplies in the United States. If you can satisfy us that you will do that, we will advertise with you to such an extent as will prove remunerative to us.

Fibre and Fabric has made a very distinct advance during the past year and a half, but its managers think they see opportunities for further growth, which will dwarf the present paper into comparative insignificance. growth, which will dwarf the present paper into comparative insignificance. Our business is increasing in all de-partments. Very truly yours,

partments. Very truly yours,
Jos. M. Wade Publishing Co.,
A. E. Sproul, General Mgr.

358 Dearborn Street, CHICAGO, Dec. 23, 1905. Editor of PRINTERS' INK:

Your circular of December 14 is at hand, and we have carefully read same. We think the move will be one of the greatest PRINTERS' INK has ever made—that is, the matter of giv-ing special news relating to the trade press in the United States. We think it would enhance the value of PRINTresponse on the part of the trade papers. Yours very truly,

NATIONAL HARNESS REVIEW. Jefferson Jackson. DETROIT, Mich., Dec. 16, 1905. Editor of PRINTERS' INK:

Your personal circular in regard to devoting one issue per month of your valuable paper, PRINTERS' INK, to the trade press has been carefully noted. In reply will say that in our opinion it would be desirable to start a new and wholly separate publication for the reawholly separate publication for the rea-son that in doing so there will be no waste circulation, and we would be more than willing to subscribe for same. We are sure that other trade journals of gentlemen who are inter-ested in trade advertising would do likewise,

Wishing you success in your new venture, and assuring you of our high-est esteem, we remain, Very truly yours, THE RETAIL DRUGGIST,

G. Hodges, Mgr. Adv. Dept.

LOUISVILLE, Ky., Dec. 15, 1905. Editor of PRINTERS' INK:

In reply to your circular letter of Dec. 14th, will say that our journal (circulation 1,250) reaches only photographers in the South. We only solicit limited advertising from those who we believe will be benefited. believe we are giving very satisfactory service to all our present advertisers, and could possibly do well by a few more.

While our influence is small, we gladly acknowledge receipt of your letter and commend the effort to arouse interest in the trade journals. We believe that your suggestion of one issue a month would be better than an entirely separate publication. We beg to remain,

Yours very respectfully, W. D. GATCHEL & SON, Publishers of the Trade News.

DETROIT, Mich., Dec. 14, 1905. Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

In reply to your circular on the question of trade paper specials of PRINTERS' INK being advisable, I must frankly say I don't know. I have published and edited my Medical Journal since 1879—II guess the longest under since 1879—I guess the longest under the same management of any medical paper in the United States. I used to think I knew lots about the businese; the older I get in the work I find the less I actually do know of the conditions governing success with this class of papers. I am still in the experimental age, you see. Possibly your proposed scheme might crystalize matters a little more.

proposed scheme more.
Yours with good wishes,
Yours with good wishes,
THE ILLUS. MEDICAL JOURNAL CO.,
C. Henri Leonard.

"THE BLACKSMITH & WHEELWRIGHT."
27 Park Place,
New York, Dec. 16, 1905.
Editor of PRINTERS INK:

Your circular letter is at hand, and

Your circular letter is at hand, and we have considered it carefully.

The trade press has already what might be called an exponent in the Trade Press List, published by Robert Mitchell Floyd, in Boston, and the trade papers are not supporting this venture with advertising to any great extent so far as we can see, and neither has Mr. Floyd apparently found it easy to secure good material, although his

publication has improved greatly within

the last year. You ask what support and co-operation your proposition deserves, and our reply to that would be that it will propably deserve more co-operation and a greater support than you will be likely to get. Personally, we like your idea, but hardly see how we can be of very much service to you, and we rec-ognize fully that you are not going to publish a trade press issue once a month unless there is something in it for you besides thanks. We cannot quite see wherein it would pay us to keep an advertisement of any considerkeep an advertisement of any considerable size, or perhaps any at all, standing in PRINTERS' INK, for the reason that the constituency to which The Biacksm.th and Wheelwright appeals is a comparatively limited one, comprising but a comparatively may be a comparatively for the comparative to the co ers, and these we have a list of and are constantly working by means of circulars, letters, etc. Occasionally posculars, letters, etc. Occas.onally possibly an advertisement in a publication like PRINTERS' INK might strike some-body that we had not heard of, but on the mere chance of such accidental business as this, we should not feel that we were justified, from the stand-point of profit, in keeping an advertisement standing in PRINTERS' INK.

If you receive encouragement enough and decide to try the thing on, we might consider thing.

and decide to try the thing on, we might consider taking a small advertisement if the price is not too high perhaps, but that is a matter to take up

later.

The only way it would be of much advantage to us to subscribe for copies of PRINTERS' INK in behalf of possible

advertisers.

of Printers' Ink in behalf of possible advertisers.

We would like to see such a plan, as you outline, carried out, and are willing to do a little something towards at, but, as already stated, there are, of course, large numbers of trade publications far better situated to assist the enterprise along than we are. We would not like to subscribe for a certain number of copies of Printers for a year, and discover at the end of three or four months that you had decided to abandon the plan from lack of support. We feel as though there is a fighting chance for you in this matter and that you have got to take some risk as well as the rest of us. If the experiment is worth trying at all, it is worth trying for a year. If, at the expiration of a year, the scheme does not look feasible, it can be dropped, but no matter of this sort can be tested in three or four months.

Yours truly,

M. T. Richardson Co.,
M. T. Richardson, President.

100 West Main Street,

Too west Main Street,
LOUISVILLE, Ky., Dec. 15, 1905.
Editor of PRINTERS' IN:
We have your circular letter dated
the 14th inst., and in reply beg to say
that while your plan is undoubtedly a
meritorious one, at the same time, we are not in position to co-operate with

you along the lines suggested.
Yours truly,
Bullerin Publishing Co.,
Stanley Bronner, Secy.

DR SHEKEL AND MR. SNYDE.

I have read of his fame in the papers And gazed on his picture with pride, "Dr. Shekel can cure! The friend of the poor!"

But I never have seen Mr. Snyde. Yet in high patent-medical circles, Where Shekel is lauded to fame,

I've heard it inferred, by a hint, by a word.

That Shekel and Snyde are the same!

That a psychical, strange metamorphical change

Comes over that healer of pain, That at will he can slide to the aspect

of Snyde, Or presto! be Shekel again. (Shekel and Snyde in a single man

Graft on a purely medicinal plan To sell a brew to the idiots who Believe in a Heathen Science. Snyde in secret mixes the stuff,

Shekel in public sells enough What a frightfully neat appliance!)

When invalids come to his office A kindly old man doth appear. "I can cure you," nominal fee," says he, "for a

Then he fades to a room in the rear, Where he mixes a poison prescription,

Phenacetin, chloral, cocaine, And labels the dope, "Shekel's Waters of Hope,"

As he grins in a cynical vein, "It's swift and it's sure; if it kills it's

a cure! 'Twill ease 'em of money and pain." Thus chuckles inside the demoniac Snyde

Ere he changes to Shekel again,

(Shekel and Snyde is the way they do To play both ends and the middle, too. "The more you take, the more we make,'

Is the motto of Heathen Science. Shekel shows his benevolent side, But when he changes to hideous Snyde He rolls his pills for the Taste that.

Kills-What a frightfully neat appliance!)

There's "Shekel's Pale Pills for the Puny," "Brain Cordial," and "Belgian Nerve Bean."

Cheap whiskey in some, in others bad rum,

In others judicious morphine.
When a funeral trolls by his office,
"Tut, tut!" says the Doctor inside,
"It's really a shame, and there's no
one to blame

that naughty bad man, Mr. Snyde!" But Then he fades to the rear and turns to

the queer Old Devil who stngs the refrain, "It's swift and it's sure: when it kills it's a cure!" Ere he changes to Shekel again.

(Shekel and Snyde-just another name

For the double deck of a bunco game To squeeze the tin from the pale and thin

Believers in Heathen Science. The ranker the poison the more they sell-

Sell—
Quacks would starve if folks kept well.
So their favorite trick is to keep
'em sick
By their frightfully neat appliance.)

-Wallace Irwin, in Collier's Weekly
for December 2, 1905.

#### Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion. \$10.40 a line per year. Five per cent discount may be cutton and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra churge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

#### WANTS

THE circulation of the New York World. morning edition. exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

I WISH to buy for a responsible client a monthly trade or class publication. Give full particulars and lowest cash price in first letter. Address 521 E., care Printers' lak.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSFAPER MEN'S EXCHANGE. 368 Main St. Springfield, Mass.

E XECUTIVE, Clerical, Technical and Salermen positions paying \$1000.85000, now open. Write for booklet and state position desired. HAPGOODS, Suite 511, 309 Broadway, N. Y.

CONCERNING TYPK—A Cyclopedia of Everyday Information for the Non-Printer Advertising Man; get "typewise": 64 pp., 50c. postpaidag'ts wanted. A. S. CARNELL 150 Nassau St. N. Y.

L ONG-EXPERIENCED editor, business mana-ger-sober, industrious, practical in details wants change. Two years in present place daily in 100.000 city. NEWSPAPERMAN, 905 Mad-ison street, Topeka, Kansas.

A D-WRITER wants to change position. Not a smart Alick, but just smart enough to know how to write ads tant sell goods. Department store or advertising agency. Genuine service for reasonable salary. Address "VIM," care Printers' ink.

L YERY ADVERTISER and mail-order dealer should read The Western Monthly, an advertiser's magazine. Largest circulation of any advertising journal in america. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

YOUNG MEN AND WOMEN
and ad managers should use the classified columns of PRINTERS' INS, the business journal for
advertisers, published weekly at 10 spruce St.,
New York. Such advertisements will be inserted
at 20 cents per line, as words to the line. PRINTERS' INS, the business properties are line, as words to the line. PRINTERS INS to be been selloof employing advertisers
reaches every employing advertisers. reaches every week more employing advertisers than any other publication in the United States.

WANTED-Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concern everywhere. One graduate files \$5,000 nlace, another \$5,000, and any number earn \$1.000. The best clothing adwriter in New York owes his success within a few months to my teaching. De-

mand exceeds supply.

GEORGE H. POWELL Advertising and Rusiness Expert, 1467 Temple Court, New York.

WANTED—A young man with some experience in advertisement writing to assist in editorial department of large manufacturing concern. While salary is not large to start with position offers good future to right man. Address THE SHERWIN-WILLIAMS CO., 104 Canal St., Cleveland, Ohio

I WOULD like the opportunity of managing the advertising end of some good, live, purely the solution of the so

If interested, address "J. 100," care rimeter ma, DUBLISHERS WANTED—We furnish hand-rise, standard size. Publishers may add any amount of local reading and advertising. Plan offers business paying from \$100 per month up. Exclusive territory given to responsible publishers. Send four cents in stamps for KI particular of the property of the property

IJSHING CO., 420 Laclede Bidg., St. Louis, Mo. W ANTED—Position or business opening in the West, preferably at Forland, San Francisco, Los Angeles or Denver. 1 am 35 years old and married. I grew up in my father's general and married. I grew up in my father's general college two years, came to Chicago at 18 and studied law: after seven years' of general practice, including patent law. entered the law department of one of the great industrial corporations them being organized, with headquarters at Chicago, where I thaw remained during the past eight years. I prefer to consider myself a business man trather than a lawyer. My work and the past eight years. I prefer to consider myself a business man trather than a lawyer. My work in ow want to go West and connect myself with some large, established business, or take charge of some business capable of development. "F. M. I.," Printers' Ink.

#### PRINTERS.

PRINTERS. INTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds, Write for prices, THE BLAIR PTG, CO., 514 Main St., Cincinnata, O.

#### ADVERTISING MEDIA.

THE BILLEO ARD, America's Leading Theat-rical We kly. 12th year. Cincinnati, O.

THE EVANGEL. Scranton. Pa. Thirteenth year; 20c. agate line.

A NY person advertising in PRINTERS' INK to the amount of \$16 or more is entitled to re-ceive the paper for one year.

TWENTY grocers distribute food products to 10,000 consumers in Troy and Central Mamil County, Ohio. The RECORD reaches 70 per cent of them. Only daily. One appropriation only necessary. Send for rate card.

#### SUPPLIES.

NOTE HEADINGS of Bond Paper, 5½x8½ inches, with envelopes (aid p), 100 for 50c; 20 for \$1.0; 500 for \$1.00; 1,000 for \$2.50; 500 for \$4.50; 5,000 for \$1.100. Send for samples. MERIT PRESS, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO... Limited, of 17 Spruce St., New York, sell more mag-

pecial prices to cash buyers.

PUBLISHERS, Manufacturers, Paperhangers Bilinosters—everybody that uses paste try Bernard's Cold Water Paste. Sample package by mail to any interested person. BERNARD S AGENCY, Tribune Bullding, Chicago.

#### ADDRESSING MACHINES.

A DDRESS'NO MACHINES—No type used in the Wallace stencil accressing machine. A card index system of addressing used by the largest sublishers throughout the country. Send for circulars We do addressing at low rates. WALLANK & OO. 29 Murray St., New York, 1310 Pontiace Bidg., 336 Dearborn St., Chicago, Ill.

#### COIN CARDS.

PER 1,000. Less for more any printing.

ADVERTISEMENT CONSTRUCTORS.

O. BUCK, Treynor, lowa, specialist in jewelry and optical advertising. Booklets, circular letters, newspaper copy, etc.

DOES your advertising pay? If I write it, it does. Send me the data. I will write you one ad free. LOUVEL A. BILISOLY, Norfolk, Va.

#### 12 ADS FOR 42.

Think of it—12 good business-getting ads; enough for a month. Send me \$2 and tell me your line. CHESSUM, Brantford, Canada.

DO YOU EVER ters! Letters without a tinge of bombast, "buildoning" or begging in them? Letters that simply to the control of t

#### FOR SALE.

FOR SALE—Several hundred electrotype pages, 7x9. HUMOROUS, 408 Misch Building, Providence, R. I.

COUNTY-SEAT Weekly Newspaper. Fine climate and business. BOX "Y.," Mountain View, California.

PACIFIC NORTHWEST, Weekly Newspaper. \$850; money maker; brigat future. B. C. NICHOLS, Mountain View. California.

ABOUT 2,000 NEWSPAPER files in good condition for sale cheap. "X.," Box 426, care of Printers' Ink.

FOR SALE Long established, prosperous, well equipped Virginia country weekly.

Large territory without opposition. Fine jobprinting trade. In. S. COTTRELI, Newspaper Broker, Newport New. Va.

#### PATENTS.

PATENTS that PROTECT Our 8 books for Inventors mailed on receip of 6 cts. stamps. R. S. & A. B. LACEY Washington. B. C. Estab. 1869.

#### IMITATION TYPEWRITTEN LETTERS.

I MITATION Typewritten Letters, "Small Quantities at Small Prices," 100, 65c.; 200, 95c. 300, \$1.25; 500, \$1.95, prepaid. Write for booklet and specimens. HOPKINS CO., 1 E. 426 St., N. Y.

#### DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engrossing, illuminating, engraving, lithographing, art printing. THE KANSLEY STUDIO, 246 B way, N. Y.

#### DISTRIBUTING.

Distributing was placed during the month DISTRIBUTING was placed during the month of July in every town of any consequence in the Southeast by the Bernard Advertising Service for four of the largest served of ouse tohouse distributing in the U.S. Write for estimate to CHAS. BERNARD, 1016 Tribure Building, Chicago.

#### PAPER.

B BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

#### PREMIUMS

P. ELIABLE goods are trade builders. Thou-panishers and others from the foremum suitable for panishers and others from the foremost makers and wholesale one for the foreign and indired lines. 560-page list price illustrated catalogue, published annually, 3th issue now ready: rec. F. NYERS. U.. 47w. and 49 Maiden Lane. N. 1.

#### COIN MAILER.

1,000 for \$3, 10,000, \$20. Any printing. Acme Coin Carrier Co., Ft. Madison, la.

#### ADDRESSES FOR SALE.

L IST of Names—Every nurse, doctor, dentist and druggist in California—over 3.000. Send \$2.50 for complete, live list. MYSELL-ROLLINS CO., 22 Clay St., San Francisco.

POST CARDS of every description are made by us. We sbip to all parts of the world. Par-ticulars on request. U. S. SOUVENIR POST CARD CO., 1140 Broadway. N. Y.

CLASS PUBLICATIONS.



20,000 Buyers of (\$1,025,000,000 annually) Hardware, Housefurnishing Goods, etc. Read every issue of the

Hardware Dealers' Magazine. Write for rates. Speci-men Copy mailed on re-253 Broadway, N. Y.

#### ZINC ETCHINGS.

DEEP LINE CUTS at six cents per square inch STANDARD, 61 Ann St., New York.

If you have an attractive, handy package you will seil more goods and get butter prices for them. Decorated the boxes have a rich appearance, don't break, are handy, and oreceive the contents. You can buy in one-half gross lots and at very low prices, toc. We are the folks who make the tin boxes for Caecarete, huylers. Vascline, Sanitol. Dr. Charles rices Food. New Skin, and, in fact, for most of the "big guns." But we pay just as much attendor the letter of the contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY. If Verona Street, Brooklyn. N. Y. The larkest maker of TIN BOXES outside the Trust.

#### ADDRESSING MACHINES AND SIMILE TYPEWRITERS. FAC-

A UTO-ADDRESSER—An office machine that aver 90 per cent. Besides selling the "TypewintType NetType Net

#### HALF-TONES.

GOOD half-tone for either the newspaper or job department. STANDARD, 61 Ann Street, New York.

N EWSPAPER HALF-TONES. 223, 75c.; 3x4, 31; 4x5, 31.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knovville, Tenn.

HALF-TONE or line productions. 10 square 6 or more, 50c, each, Casa with order, All newscaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. 0. Box 815, Philadelphia, Pa.

#### ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY. 1 Madison Ave.
N. Y. Medical journal advig. exclusively. GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

CURTIS-NEWHALL CO. Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

THE H. I. IRELAND ADVERTISING AGENCY.
Write for particulars of the Ireland Service.
925 Chestnut Street, Philagelphia.

PIONEER ADVERTISING CO., Honolulu—Cos-nopolitan population makes our six years, experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

A LBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco— Largest agency west of Chicago; employ 60 people; save nuvertisers by advising judiciously newspapers, billboards, wells. cars, distributing.

DEVELOF this advertising field. It is most inviting. We can advise as to mediums, and how to use them Write us. THE DESBARATS ADVERTISING AGENCY, Ltd., Mon-

#### HIS JUST DUES.

"Uncle" Stanley Day, the veteran advertising agent of New Market, N. J., issues a very strong agent of New Market, N. J., issues a very strong agent of New Market, N. J., issues a very strong and while Mr, Day is in mind, the publisher of this paper is pleased to be able to say that it is a positive pleasure to do business with "Uncle" Stanley. His business relations with "Uncle" Stanley. His business relations with this paper cover a period of several years, and in all that time there has never been a dispute, never a failure to receive a check in full payment yiss as soon as he could receive our marked copy and check up the business—always within a week after publication. When one reflects that some highly reputed agencies "hold up" secounts for from 30 to 90 days and then demand counts of from 30 to 90 days and then demand criefic. "Uncle" 35 anley can have anything he wants from this paper—except a cut in advertising rates. Nobedy can get that.—Advertising World, Dec., 1905.

Advertisers will make no mistake in sending

Advertisers will make no mistake in sending their or.ers to me. List of mail-order publica-tions for the asking, giving rates, circulation and closing dates.

STALEY DAY.

New Market, N. J.

#### DIRECTORY OF NOVELTY MANU-FACTURERS.

A GENTS wanted to sell ad novelties, 25% com. 3 samples, 10c. J.C. KENYON. Owego, N.Y.

CRYSTAL Paper Weights with your advertise-ment, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO.. St. Louis, Mo.

CALENDAR & THERMOMETER COMBINED— Printed in colors; a cheap and effective adv. \$6 per 100; sample, 10c. stamps. LANGE & RIKER, 323 Richardson St.. Brooklyo.

W RITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITKHEAD & HOAG CU., Newark, N. J. Branches in all large cities.



Greatest Advertising Novelty on the market. Better than circulars, Fadlock and puz-zle combined.

ale combined.

\*\*ANGAROO 130 E.\*\*

We'll stamp your advertisement may design up to from the front. Give them away to your customers. offer them with certain goods, or sell them at a big profit. Well them at a big profit. Well them at a big profit. Well at once for prices in quantity. Address GENEIAL STOM. Arcade Pullding, Fallsheiphia.

#### POSTAGE STAMPS.

4 OFF, unused U. S.; c.o. d. R. E. ORSER, broker, R. 6, 94 Dearborn St., Chicago, Ill.

#### DUPLICATING DEVICES.

DUPLICATIONS—The "Modern" Duplicator costs \$2.75 to \$6.76, according to size. The NEW (Clay Process) method of Duplicating—or Printing Letters, Price Lists, Circulars, Quotations, etc. 100 perfect copies from each writing (pen or typewriting). Write for descriptive booklet. DURKINS, REEVES & CO., Pittsburg, Pa.

#### TRADE JOURNALS.

REAL ESTATE." Amsterdam. N. Y., circulation 3.000, for real estate dealers and owners; \$1 a year; names of buyers each month.

#### MAILING MACHINES.

THE DICK MATCHLESS MAILER. lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

#### ADWRITING.

FROM \$25 to \$100 a week is the ordinary range of salaries paid advertisement writers. We will train you for such positions. Send for our free prospectus and facts. FAGE DAYS. SOMPANY. Falge DAYS. Either Office. 180 Vabash Ave., Chicago.

#### CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and pice from the manufacturers. This means us. STANDARD INDEX CARD COMPANY, Rittenhouse Bidg., Phila.

#### ELECTROTYPERS.

W E make the electrotypes for PRINTERS' INK.
We do the electrotyping for some of the
largest advertisers in the country. Write us for
prices. WEBSTER, CRAWFORD & CALDER 45
Rose St., Now York.

#### MAIL ORDER.

MAIL-ORDER ADVERTISEES—Try house to house advertising; it wil pay you big. Our men will deliver your circulars and caralogues qurect to the mail-order buyer. Xou can reach common year's end to another. When more reached the rest is easy, We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the bands of any gestred class. OUR DISTRIBUTORS PUREVIOURS WILL be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guaran, tee good service. Correspondence solicited NATIONAL ADVERTISING CO., 700 Uakland Bank Building, Chicago.

PUBLISHING BUSINESS OPPORTUNI-TIES.

#### All of it is of practical use-from top to bottom-on both sides.

The Adwriter's Rule is brimful The Adwriter's Rule is brimful of information, type measures and instructions of practical and definite value to the adwriter. It has only what you constantly require when preparing ads. It is the result of information and data gathered from practical experience—information that was constantly required. It is a time saver. You ought to have it.

By mail, 50 cents. Send for folder.

L. ROMMEL, JR.,

Newark, N. J.

61d Merchant St.,

PRINTING.

## SAVE MONEY on YOUR PRINTING

We do linotype composition, book, job and periodical printing (for those who are inanoially responsible) at prices materially lower than New York printers charge. Satisfactory work. Prompt service. Only 45 minutes from New York. Drop us a card to call. PERTH AMBOY EVENING NEWS CO., Perth Amboy, N. J. L. D. Tel. 98.

## A Special Magazine

in an excellent and growing field is obtainable at the right price. Its readers are good spenders and represent very high purchasing power in commodities widely advertised. Has good name, fair circulation, and over \$10,000 in advertising. Ability and some working capital should build large property in short

\$10,000 cash required. This is an opportunity for an advertising man with capital to get into the publishing business on his own account.

### EMERSON P. HARRIS

**Broker in Publishing Property** 253 BROADWAY **NEW YORK** 

If you wish to write to any Actor, Actress, Musician, Performer or Showman

## The Billboard America's Cincinnati of whose whereabouts you are unaware, address your letter in care of

and it will be promptly forwarded to the person addressed, even though he be at the "uttermost ends of the earth."

# The BILLBOARD A Weekly Journal...

Devoted to THEATRICAL, MUSICAL, CIRCUS, MINSTREL, VAUDEVILLE, BURLESOUE and Kindred Interests.

Circulation Unsurpassed in Point of Quality. Rate, 15c. per line, flat. :: Last form closes Mondays, 6 p. m.

NEW YORK: Suite 8, 1440 Broadway; Phone 2466 38th St. CINCINNATI, 416 418 Elm St., Phone Main 2079 R. SAN FRANCISCO, 37 Phelin Building, 506 Market St. CHIOAGO, Suite 61, 878. Clark St., Phone Central 5934. LONDON, Cor. Lisle St., Leicester Sq., Phone Garrard 419.

## PROCEEDINGS U. S. NAVAL INSTITUTE ANNAPOLIS, MARYLAND



PHILIP R. ALGER, Professor, U. S. N., Sec'y and Treasurer

The "Proceedings" is a quarterly publication, established in 1873, and subscribed to by a majority of the U.S. Naval Officers, by a large number of Army Officers, by many officers of the Revenue Cutter Service, National Guard, Naval Militia, and by many Naval Architects, Mechanical Engineers and Manufacturers, both in the United States and abroad.

The "Proceedings" has a wide cir ulation in foreign military and naval circles, being subscribed to by officers in practically every foreign navy, and exchanging with all of the leading foreign naval and military publications. It is also to be found in the leading libraries and reading rooms of the United States.

IT IS A FIRST-CLASS ADVERTISING MEDIUM. Subscription, \$3.50 per annum. Advertising rates furnished upon application. In addition to the "Proceedings" the Institute publishes drill and text-books for the U. S. Navy.

# A Golden Opportunity

Start the new year right by resolving to throw off the yoke of your credit ink man and pay cash for your inks in the future. Send for a copy of my new sample book and then compare it with those issued by my competitors. My price list is in the front of the book and you can rest assured that your neighboring printers are not getting a larger discount through influence or shrewdness in buying, My figures are net and my terms cash with order. If I don't get the money in advance, I don't ship the goods, and wealth nor prestige will induce me to make an exception. When a purchaser writes that he is dissatisfied with his bargain, the money is refunded without further argument, and he is reimbursed for all transportation charges. This is the time to begin, and when Christmas rolls around your bank account will be strong enough to remember your family and all of your friends.

#### ADDRESS

## PRINTERS INK JONSON.

17 Spruce St.,

New York.

## The Story of

# THE ADIES HOME JOURNAL STYLE BOOK

When, some months ago, we made it known that we wanted to respond to the wishes of hundreds of our readers to have paper patterns made of the JOURNAL'S fashions, practically every large pattern house in the business offered their co-operation. But this seemed only like large the pattern to the part of the

months ago, we made it known neess, but also something distinctive, helpful to respond to the wishes of hunners. But also something distinctive, helpful also something the properties of the pr

The arrival of the perfect tissue-paper dress-pattern was made a matter of public knowledge by the above announcements in The Ladies' Home Journal for February, 1005.

The demand for perfect patterns made from The Ladies' Home Journal designs was shown by the flood of direct orders received, and by the insistence with which the public called for these patterns at the dry-goods and department stores. In less than a year some 1,200 leading stores have made contracts to put in The Ladies' Home Journal Patterns.

The perfection of design and cut offered in The Ladies' Home Journal Patterns naturally led to a demand for modern pattern literature. The monthly fashion sheets and the counter catalogs supplied by the manufacturers and distributors of these patterns have proved a revelation to the trade. To further complete The Ladies' Home Journal Pattern Service, the Home Pattern Company has arranged to put on the market a new trade periodical, the quarterly edition of THE LADIES' HOME JOURNAL STYLE BOOK.

THE STYLE BOOK will be devoted exclusively to fashion matters. It will give a fund of advance and authoritative information as to fashions in dress fabrics and dress accessories. gathered by a staff of experienced editors, who will closely explore the markets and fashion centers four times a year. There will be illustrated and described in its columns over 1,000 of The Ladies' Home Journal Patterns.

With attractive six-color covers, full-page fashion drawings in six colors and numerous full-page fashion drawings in one color, THE LADIES' HOME JOURNAL STYLE BOOK will be a unique fashion journal-"something new, something better, something different." carry a limited amount of advertising at reasonable rates. Mail-order business, the advertising of "ready-to-wear" garments and that of goods sold only by one merchant in a town will not be accepted.

Six weeks before the publication of THE STYLE BOOK advance proofs of the chief editorial features and of the advertising pages will be sent to the buyers of dress goods and dress accessories in all the stores that are agents for The Ladies' Home Journal Patterns. These advance proofs will be called THE BUYERS' QUARTERLY GUIDE BOOK. They will enable the merchant who sells The Ladies' Home Journal Patterns to stock the materials, a demand for which is forecasted by the fabrics advocated and advertised in The STYLE BOOK.

The Spring number of THE STYLE BOOK will be on sale the latter part of February; an advance copy can be obtained by any advertiser after January 20th on application to the publishers. The summer number of THE STYLE BOOK will be on sale the latter part of April. Advance proofs-THE BUYERS' QUARTERLY GUIDE BOOK-will be distributed early in March. Advertising forms will close February 20th.

For rate-cards, sample copies and information, address the Publishers,

THE HOME PATTERN COMPANY, 134 West 25th St., New York, Sole Manufacturers and Distributors of The Ladies' Home Journal Patterns. JEFFERSON THOMAS, Manager of Publications,

# Three Hundred Dollars Award.

# One Hundred and Twenty-five Dollars Award.

Seventy-five Dollars Award.

The above three cash prizes will be paid for the best advertisement or article on Rowell's American Newspaper Directory—now undergoing its thirty-eight annual revision. The competition opens on January 24, 1906, and closes not later than December 15 of the same year. Adwriters, editors, publishers, newspaper men and all persons interested in advertising are invited to participate in the contest. To those who signify a willingness to do so. printed matter will be mailed on application, free of charge, that is calculated to assist them to collect facts which are deemed valuable to be brought out in the advertisements or articles which are to be prepared. To those who are not familiar with the book itself a copy of the 1905 issue of the Directory will be sold at a discount from the regular price, \$10, upon written declaration that the book is desired for the express purpose to participate in the above prize competition. There is, however, absolutely no obligation to buy a book.

## CONDITIONS OF THE CONTEST:

FIRST.

Any adsmith, anywhere, is at liberty to prepare such an advertisement of Rowell's American Newspaper Directory as he believes calculated to influence the sales of copies of that work.

SECOND.

The advertisement, or article, so prepared, must be

inserted once in any newspaper or periodical occupying space worth at schedule rates at least five dollars.

#### THIRD.

The adsmith shall then send by letter mail a copy of the advertisement cut from the paper, in a sealed envelope, addressed to the editor of PRINTER' INK. He shall also send to the same address a perfect copy of the paper, with the advertisement marked.

#### FOURTH.

Upon receipt of these, the editor of PRINTERS' INK will cause a coupon good for one year's paid-in-advance subscription to PRINTERS' INK to be sent to the adsmith at his address given in the letter, as a part consideration for his effort.

#### FIFTH.

Once each week the advertisements so received will be compared, and the one deemed best of all received during the week will be reproduced in PRINTERS' INK, giving name and address of the constructor and name and date of the paper in which it had insertion, and to the constructor of the advertisement chosen as best each week a copy of Rowell's American Newspaper Directory for 1905 will be sent, carriage paid, as a further mark of recognition.

#### SIXTH.

At a date when it is deemed that the competition has progressed far enough, and not later than December 15, 1906, the competition will be closed. A total revision of all advertisements will then be made, and out of all received the three best will be chosen, and cash prizes awarded as follows: \$300 for the first one in merit, \$125 for the second one in merit, and \$75 for the third one in merit. This competition is open to all comers and one may submit as many advertisements as desired, provided they are treated as stated in article two of this contest. The same writer may win one or all three of the cash prizes.

#### SEVENTH.

Checks for these amounts will be mailed to the successful contestants before Christmas Day, 1906, and their prize advertisements will be reproduced in PRINTERS' INK, together with half-tone portraits of the writers.

Address all communications to

### Editor of PRINTERS' INK,

10 Spruce Street,

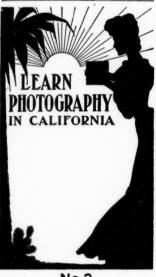
New York.

## COMMERCIAL ART CRITIC

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y. LL RECEIVE, PREE OF CHARGE

California may be, and doubt- which will print well and look less is, an excellent place in which well in a small space. to learn photography, but the advertisement shown here does not convince one of that fact. only photographic feature of the advertisement occupies a tiny space in the center of the top of the conventional design which forms so large a part of the illustration-and that might have

It is, as a rule, the aim of jew-The elers to adopt or create a very



No 2

dignified advertising style, and it is appropriate that they should do This advertisement of J. E.



BASTERN ENROLLMENT OFFICE 209 Parkwood Bivd., Dept. B, Schenectady, N. Y.

## No I

been taken in Maine or California with equal and, perhaps, better success. This advertisement would be far better suited to a wall paper than to a college of photography, and would not be particularly useful for that purpose. In the illustration marked No. 2 we have an effect much Caldwell & Company is som:better suited to the purposes of a what overdone. The entire ad-

J E CALDWELL & CO

SACRE JEWELERS & SILVERSMITHS FORE CALDWELL BROCKINGS and state of control of the CALDWELL BROCKINGS.

Reversing tests setup beautiful to the control of the cont PHILADEI

photographic college and one vertisement was drawn with what

amount of labor, but while it is tised than 90 per cent of the dignified enough it is hard to books whose announcements fill read, confusing to the eye and therefore very likely to be passed over unread. It is not necessary to do things of this kind in order to be dignified. Nothing could be more dignified than a Tiffany advertisement, yet it is so clear and clean that it can be read without an effort, and is exceedingly tempting to the eye.

One of the chief objections to this Atkins saw advertisement is that a vast number of scoffers will arise from their seats and ask why Atkins makes his saws of glass; transparent saws being entirely original in the hardware



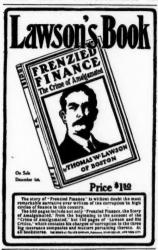
# Back of the Atkins Saw rears of patient and conscientions effort to produce the finest

Ail for Cassingue and Discounts. E. C. Atkins & Company, Inc. source chart state of the base of the land of the land

line. The idea of this advertisement, however, is far from being a bad one, and it is to be regretted that the saw is not a good, strong steel one, as nothing is gained by showing portions of the factory through it. The copy is good-sincere and convincing.

In the mass of book advertising carried by the holiday magazines this full page ad of Lawson's book is one of the most prominent and effective. The strength and virility of the ad are typical of the topic and the man. Frenzied Finance Loftis diamond advertisement may not be a Christmas book in which could easily have been

must have been an immense is, at any rate, far better adver-



so many pages in the December and January magazines.

There is a deadly sameness and wearisome dullness about this



the full sense of the term, but it avoided by a little contrast. It is

practically all in one tone. It is not relieved by a touch of color or contrast and a considerable portion of the page which it occupied is wasted. The copy is crowded when it might easily have been given much more room. The border design is not particularly appropriate and the heading is almost lost. If somebody had accidentally spilled some ink on this advertisement it would have this advertisement it would have helped it a lot.

A PHARMACEUTICAL HOUSE ON PATENT MEDICINES.

It seems evident to careful observers that these several attacks upon patent that these several attacks upon patent medicines may in time bring results in two particulars. In the first place they may possibly, through both legislative compulsion and voluntary action in self-defense, cause proprietors to publish their formulas upon the label. In the second place, more careful and guarded claims will doubtless be made in the advertisements of proprietary articles.

articles.

With reform accomplished in these two particulars, patent medicines will not present so vulnerable a front for attack. It is almost ridiculous to talk about the danger of acquiring alcoholic habits from the consumption of patent medicines. Every druggist knows that alcohol is used in large percentages in

SHOWING THE WHOLE STATE. One of the most unique forms of advertising California has been in-augurated in San Francisco, under the auspices of the California Promotion Committee, and every county in California is invited to participate. The committee has secured the Academy of Sciences Hall, and will furnish a stere-Sciences Hall, and will turnish a stereopticon and operator free to the
counties taking advantage or the offer.
It is designed to give tourists, homeseekers, and investors, who are flocking
into San Francisco by the thousands,
an opportunity of learning something
about every part of the State.—San
Francisco News Letter.

Advertising methods that are un-scrupulous or semi-honest, will never win out against honest advertising, when honesty goes hand in hand with intelligence and enterprise.—Rhode Island Advertiser.

## "Court of Last Resort"

Printers' Ink Publishing Co., 10 Spruce St., N. Y.

Replying to your favor of December 15th would say, it has been our custom for a good many years past to keep a copy of Rowell's American Newspaper Directory in our advertising department and we assure you we often have occasion to refer to it. When it comes to a case of newspaper directory, Rowell's is always with us the "court of last resort."

> With kind regards, we beg to remain, Yours very truly,

HAMLINS WIZARD OIL CO.. Chicago.

December 18, 1905.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INKARC invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

THE ENGLISH WOOLEN MILLS Co., INC. 1 Tailors and Woolen Merchants.

Executive Headquarters: 191 to 197 Superior Street, CLEVELAND, Ohio.

Editor Ready Made Department: Enclosed I am handing you three advertisements that are somewhat out of the ordinary, sufficiently so to in-terest you and to warrant me asking for your editorial opinion.

They appeared simultaneously in

They appeared simultaneously in the newspapers of Cleveland, Cincin-nati, Dayton, Louisville and Detroit, in which cities our stores are located. The publicity for all the stores is attended to from this office and is under the direction of the writer.

THE ENGLISH WOOLEN MILLS Co., INC.
William Henry Baker, Sec.

PRINTERS' INK has often had occasion to give the ad matter of the English Woolen Mills Co. some well-deserved praise, and it would be praise enough to say that the specimens submitted with the above letter are quite up to the usual standard.

Low-priced custom tailors generally seem to recognize that their competition is with the better class of ready-made garments rather than with higher-priced custom work-that there are probably more chances of getting the wearer of medium or high-grade readymade garments to try medium or low-priced custom work, than of inducing the patrons of highpriced tailors to try what they have been taught to regard as "cheap" work. So the average custom tailor who caters to the great middle class draws comparisons as sharply as possible between "readymades" and custom work at the same, or nearly the same, prices.

One of these ads makes such comparison in greater detail than I have ever seen before in newspaper advertising, taking two full columns in which the usual arguments are made in a rather unments are made in a rather un-usual way, and showing by means Men Talk Clothes," free, of cuts the difference between the "wholesale" machine cutting of CO., INC. ready-made garments and the individual hand cutting, piece by piece, Ohio Headquarters-191 to 197 Su-

as practiced by them. The ad is far too long for reproduction here. but may be had in their style-book When Men Talk Clothes," from which it is quoted. One of the other ads containing the familiar arguments somewhat differently and very persuasively put, is here reproduced:

#### Suit to Order \$15. Overcoat to Order \$15.

Mr. Businessman: Should you look at ready-made clothes anywhere, to-day, will you bear in mind, please, that we make to order for practically the same price and quickly, too—and will you ask yourself which is the bet-ter way for you?

When you hold a ready-made coat in

ter way 101 you.

When you hold a ready-made coat in your hand you might reflect: "If made to order, the length could be just what I ask for or what I need—instead of being inalterable; the lapels would be so shaped and so adjusted in gorge and step as to suit my individual peculiarities—instead of being vidual peculiarities—instead of being inalterable; the shoulders would be built upon me in the try-on—instead of being inalterable; the vents, if I wanted them, would be in this or that place and shaped so and so-instead place and snaped so and so—instead of being inalterable; the pockets would be so many and would be thus and so—instead of being inalterable; the garment in its every detail would be made to fit my person and my wishes—instead of being inalterable. Now which, at even money, shall I buy?"

Our Price List: Big roomy Greatcoats of Scotch nov-

eties and fancy coatings—made to order—\$17.50, \$20, \$22.50, \$25.
Overcoats to order, \$15, \$17.50, \$20, \$22.50, \$25: 

in any two or three other shops; and we guarantee.

CO., INC. Tailors and Woolen Merchants. perior street, Uptown Store—29 and 31 Euclid avenue, Cleveland.
MAIL ORDERS—Unsurpassed facilities, unequaled system—we make quickly and fit perfectly. Write for self-measurement blank and chart and samples.

With the newspaper ads came a very attractive circular entitled "Formal Dress," representing a kind of advertising that should be more liberally indulged in by tailors, for lots of people who ought to know just what to wear on any occasion do not know and would appreciate a few timely tips on the subject. The only fault I have to find with this bit of advertising is the fact that it doesn't go more into detail as to the proper neckwear, gloves and shoes. With those items added it would be complete and much more helpful. Here is the matter from the two inside pages and the back:

"Honestly, if I were called upon to advise a young man how best to succeed in life I should tell him to wear out two suits of dress clothes every year."—Alfred Henry Lewis.

We make evening clothes as good as they need be, for very little money. Give you fine cloth and go to considerable pains to give you an unimpelchable fit. Unless dress clothes do fit they're no better than ready-made—bad thing to buy, ready-made: no individuality, indifferent fit; waste of money nine times out of trn.

At the usual prices for "fine tailoring" few men can afford to wear out one suit in two years; at our prices any one can afford to wear out, if he could, two suits in one year.

Price explanation: Griting the goods direct from the mills, in large lots for our many stores, means prices far lower than other tailors must pay to jobbers for their two and three-patern lengths. Further economies are accomplished by means of intelligently systematized workshops in contradistinction to the old, slow, and necessarily costly methods still pursurd by all other tailors of limited business. Again—we keep busy all the year round; big economy there.

For evening affairs: Fu!l dress suit, in vicuna, crepe, unfinished worsted, Venetian, Poole-cloth, etc., to order, \$25, \$30, \$35. Tuxedo same price. Coat-and-waistcoat only, \$21.50, \$26. \$30. Silk lining \$5 extra. Trousers, \$7.50, \$8, \$0. Waistcoat of white silk matelasse and fancy fabrics, \$5 and \$6.

For day functions: Frock suit. double breasted (Prince Albert), in vicuna, unfinished worsted, Poole-cloth,

Store—29 leveland. iot, etc., with trousers of same g.ods or facelwe make Write for chart and \$25, \$30. Coat alone \$14, \$15.50, \$17, \$19.50, \$21.50, \$26. Silk lining \$5 extra. Fancy waistcoat \$3.50. \$4, \$4.50, \$5. Trousers \$4, \$5, \$6, \$7.90.

Overcoats: Skirt.d overcoat, single or double breasted (pyletot, Newmarket, etc.,) \$20, \$22.50, \$25, \$30, \$35. Fly front (Chesterfield) overcoat, \$15, \$17.50, \$20, \$22.50, \$25. Inverness overcoat, for evening wear, \$22.50, \$25, \$30, \$35. Rain-coat, g.nuine Priestley "Cravenette," \$17.50, \$20, \$22.50, \$25, \$25, \$30. Top-coat, covert, whipcord, novelties, \$15, \$17.50, \$20, \$22.50. Silk lined \$5 extra.

And we make as quickly as you require—no emergency too serious for us. Guaranteed Tailoring.

Every garment we make, whether ordered in person or by mail, is guaranteed, and may be returned if any part goes wrong and the fault is ours, that we may make it right.

We measure, cut, fit, make and finish with exceptional care; we know our cloths, linings and trimmings; we guarantee our workmanship and values and we protect our guarantee.

A man may do any one of a hundred things that would ruin a garment—pl'nse do not blame us for that—but for any fault of our own we cheerfully make good. We have expert cutters and clever designers—fit every man's form perfectly and his taste successfully—not one garment in a hundred comes back for cause.

That possible hundredth garment means progress.

THE ENGLISH WOOLEN MILLS CO., INC.

Tailors and Woolen Merchants, Cleveland, Cincinnati, Dayton, Louisville, Detroit.

Has Sort of a Neighborly Sound. From the Montgomery (Ala.) Advertiser.

## Take Dinner With Us.

We don't mean just once —but as often as you feel like it.

At Fitspatrick's Cafe you'll always find something that will appeal to your palate — especially now, when Oysters, Fish, Game and all other Meats are just right.

Come in and have a meal with us—you'll be pleased with what you get.

FITZPATRICK'S CAFE,

Montgomery, Ala.

University of Minnesota. 321 14th ave., S.E.,

MINNEAPOLIS. Minn., Editor Ready Made Department:

Editor Ready Made Department:

I have had the privilege of appearing in PRINTERS' INK three times in the past year, and so feel somewhat guilty in asking you to devote any more space to advice for my especial benefit. But I should appreciate your criticism of ad No. 4, especially as to the style of type. The cut is a sort of a trade-mark idea, stolen from the N. P. Railroad. Ad No. 1, appearing in the college paper, was followed the next day by No. 2. The tone of No. 2 was so much on the "knocker" order that I wanted to impress the "knock" idea so as to get the full benefit, yet I did not care to press the "knock" idea so as to get the full benefit, yet I did not care to pay much direct attention to it, as I felt it would be a better ad for my competitors than for me. What do you think of these ads—individually and as a series? Thanking you for your past criticisms and hoping I am not asking too much in this, I beg to remain, Very truly yours,

THE COLLEGE MAN'S HEADQUARTERS, H. Leslie Wildey.

No. 1 is very strong typographically, and would be equally strong in text if it told the usual price of the Pinzon cigar. The words "Overstocked, that's why," imply a cut price, but there's nothing to show how much the cut amounts to. The trade-mark at the top, not reproduced here, presents a strong contrast of blacks and whites; but at first glance, at least, is trying to the eyes-confusing:

## 15 for 50 cents THE PINZON

Overstocked. That's Why.

> WILDEY, 321 14TH AVE., S.E., Minneapolis, Minn.

CIGAR

No. 2 doesn't "knock" too hard, because it doesn't knock anybody in particular, or any brand, but a condition of stock that is not at all uncommon in cigar stores. Any dealer who keeps a stock in strictly first-class condition has a perfect that somebody else does not, so consequence than to repeat the

long as it is a fact and he doesn't get too personal. The coupon scheme on the bottom is very good too; but I believe that the street and number should always be printed, in a town the size of Minneapolis:

#### U. NEWS EDITORIAL.

(With Apologies to Nobody)
—but a good cigar is a smoke." Do you enjoy a clear Havana? And if so, do you know that the finest blend of tobaccos ever rolled by a Spanish cigarmaker may be spoiled in the hands of the dealer, who does not look after his stock?

The other day a man came into our store and asked why a certain make of cigar was so uneven in quality. He was smoking one of the brand at the time. It was a well-known tencent Havana, and the remark surprised us until we learned that the cigar in question had been bought at a cut-price store over town. He said the price store over town. He said the cigar was musty and worm-eaten. Of course it was. It was "rank." Buy your cigars of a seven-for-a-quarter cigar store if you will, but don't find fault with a really excellent brand because those cigars happen to be like the average restaurant egg—a little off-color. off-color.

We have a fine line of cigars of well-known brands. Our cigars are Our cigars are right when we buy them, and it's up to us to see that we do not become over-stocked, and that our cigars are kept in perfect condition. We make it our business to keep our cigars as they should be kept, and right there lies the secret of the cigar business.

Smoke on us and be convinced. Yours very truly, U. News.

To the first 100 persons bringing in this coupon we will give free a Duke of Parma 10-cent Cigar. Good only Nov. 28 and 29.

> U. NEWS, The Up-to-Date Store, Minneapolis, Minn.

Sign here..... Address..... Remember, we represent the finest laundry in the city.

In the case of No. 3, I should say that the talk is good, but the display might easily be better. For instance, instead of displaying "Speaking of Laundries" in the body of the ad, how much better it would be to give more promi-nence to "In Friday Before Five, Back Saturday." That's a point right to make capital of the fact worth making and of much more

reference to laundries when the! headlines indicate so clearly the mas advertising is coming in in subject of the ad. I believe, too, the usual way—just a few days too that it would have been as well to leave out the candy and cigar talk and take them up as independent proposition in other ads:

## Most all Laundries Do good work.

You'll never find us knocking other laundries. It isn't our way. There are too many good points about our own for us to tell you all about all of them. Same way about our cigar and candy line. But

## Speaking of Laundries

we are giving exceptionally good service. "In Friday before five, back Saturday," is only one of them.

WILDEY, 321 14TH AVE., S.E., Minneapolis, Minn.

No. 4 says too much about the well-known poularity of a five-dollar bill and not enough about the desirability of the Amorife cigars as Christmas presents. The head reads "As Popular as a Five-Dollar Bill" instead of coming straight to the point with the Christmasgift suggestion and the prices that are given farther down in the ad.

A Seasonable One From the Pittsburg (Pa.) Leader.

## Engraving For Social Affairs

It is going to be a very gay winter, socially speak-ing, and the engraving de-partment is already busy on orders for invitations, re-ception goods. orders for hydrocards, at non-ception cards, at non-cards, calling cards, and other similar work. If you have to entertain this expect to entertain this winter it will be to your advantage to place your engraving order as early as possible—
The Weldin stamp on en-

graving is the mark quality.

J. R. WELDIN & CO., 429-431 Wood Street, Pittsburg, Pa.

The usual batch of good Christlate to be of any use to the readers of this department until next Christmas. But it is being filed away for such attention as it may seem to deserve just before Christmas, 1906, at which time some examples submitted by Ryrie Bros., Ltd., Canada, will be sure to come to the surface here.

"A Big Wagonbox Full for \$2" is a Strong Point in This One from the Ashland (Wis.) Daily Press.

## If You Want to Practice Economy

Buy a load of nice dry planks sawed into stove lengths. Mixed Norway lengths. Mixed Norway hemlock and white pine. A big wagonbox full for \$2. You can save money by coming to me for your side walk plank.

GEO. COLE,

523 Second Street West. Ashland, Wis.

Easily "Believable" Price n Easily "Selevable" Price Cut Like This Doesn't Call for Any Long Winded Explanations. Still, if There is a Good, Logical Reason, There is No Harm in Stating It. From the Atlanta, Ga., Journal.

## Shoes \$2.48

Hundreds of Atlanta's wise buy-Hundreds of Atlanta's wise buy-ers have secured \$3.00 and \$3.50 Shoes at \$2.88 during this special sale. The offer will be continued balance of this week. The col-lection includes the best and latest styles in Shoes of vici kid with plain or patent tip, of patent kid

and patent colt, of tan Russia calf and brown vici kid. There are heavy weights for bad weather, medium weights for bad weather, medium weights for street and general wear, light weights for dress—blucher cut and plain lace—welt soles and turned soles. Every pair in the entire line is new, fresh stock—all are from leading manufacturers and the assortment is complete, including all sizes and all widths.

Closing Out All Felt Slippers at Cost.

KEELY CO ...

Atlanta, Ga.

## The Rock Island System

We purchase Rowell's American Newspaper Directory each year because we believe it gives us the most reliable index to newspaper circulations which is obtainable. We rely on it absolutely, and in several years' use have never had occasion to reconsider any action taken based on the information it furnished.

## JOHN SEBASTIAN,

Passenger Traffic Manager The Chicago, Rock Island and Pacific Railway Co., St. Louis, Kansas City and Colorado Railroad, Chicago, Rock Island and El Paso Railway, La Salle Street Station.

CHICAGO, December 20, 1905.

## CASTORIA.

I can't do otherwise than compliment you on your method of procuring and of rating papers in Rowell's American Newspaper Directory. Your Directory is nearly perfect. No advertiser, be he ever so small, doing business with the publishers, or through an agent, can afford to be without Rowell's American Newspaper Directory, and I believe few are.—J. E. Ham, Advertising Manager, The Centaur Company, 77 Murray Street, New York City, December 26, 1905.



#### CONCERNING THAT POTTER DRUG AND CHEMICAL CORPORATION LETTER—PER "H."

WASHINGTON, D. C., Dec. 28, 1905.

Editor of PRINTERS' INK:

That man "H.," who initials the Potter Drug & Chemical Corporation letter reproduced in your last issue, ought to stand out in the limelight. If he gets over six dollars a week he is overpaid. Whatever wages he receives, I will bet a big apple that at the very moment he was wasting his time writing that letter his regular work was at least three days behind.

Ask him what he means by newspaper circulation, and if he is honest, he will say he don't know. If he is not honest he will try to tell what he means, and his answer will show that he does not know. Furthermore, his definition of circulation is certain to be different from the one in use by the publishers of the Ayer Newspaper Directory. The reason why it is absolutely certain to be different; is because the publishers of the Ayer Directory have no definition.

This Mr. "H." is anxious to get some easy understanding of what the circulation of a newspaper is, and believes that a Directory system of rating circulations should be the simplest possible. One of the easiest methods of simplifying the stating of newspaper circulations would be to set down the figures in regular rotation: First paper, circulation 1,000; next paper, 2,000; third paper, 3,000, and so on up to ten and then repeat. That would be a very simple plan. Some people might say that it would convey no information, but what of that? Unless you have a definition of what you mean by circulation, you can't give information on the subject that will be worth a tinker's damn, and that I have always understood to be the most worthless kind of a damn there is.

The Rowell Directory is the only one that has, or ever did have, a definition of what is meant by circulation. It may not be the best one, but until some one else invents one that two people can agree upon as being better it will stand.

I would give two big apples to know George White's opinion of the brains and capacity of Mr. "H.," who is permitted to waste the stationery of the Potter Drug & Chemical Corporation. I don't know what the initial "H." may stand for, but will state that my initial "A." stands for Anonymous.

Very truly, "A."